

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City



VOL. CXLIV, No. 3

NEW YORK, JULY 19, 1928

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## PRINTERS' INK B · A · I · S

1888

PRINTERS' INK, the Ayer & Son honorary degree of "B. A. I. S." has always been reserved by us for those intimately identified with Advertising Headquarters in the promotion of good advertising.

In commemoration of the fortieth anniversary of your keeping everlastingly at it, we hereby set aside tradition and precedent and confer this degree upon you, cum laude.

It has been an honor and pleasure to journey by your side through all these forty years. Except for two interruptions our announcements have occupied your front cover since the issue of January 1, 1890.

As one of the oldest of your friends, we esteem it a privilege to congratulate you upon your many and valued contributions to the sum of advertising knowledge and to express to you our sincere wish that increase and prosperity be the measure of each new year.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





*Here* is the Sinclair Service Station at Bloomsbury, N. J., built in 1927 by one of our staff to prove by daily consumer contact the actual selling value of the Sinclair Law of Lubrication, the Interrupting Idea of our client, the Sinclair Refining Company.

FEDERAL ADVERTISING AGENCY, INC.  
SIX EAST THIRTY-NINTH STREET, NEW YORK CITY

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIV

NEW YORK, JULY 19, 1928

No. 3

## Jantzen Analyzes the Power of Its Advertising

Gives Salesmen, and Through Them Its Dealers, a Graphic Record of the Accomplishments of Its Advertising

By Irwin S. Adams

Assistant to the President, Jantzen Knitting Mills

IN common with other concerns, we felt a few years ago that the time had come for a closer scrutiny of our market. This was in 1925. Surface indications did not counsel such a step very strongly at that time. During the previous five years, sales had increased something like 409 per cent; from \$380,000 in 1920 to \$1,935,193 in 1925. However, the future seemed to promise keen competition and we wanted to be ready for the fray.

So preparations for 1926 selling included what we call our Job Book. Briefly, this was, and is, the result of an annual study of the currently most important sales difficulties. Its purpose is to provide our men with sales ammunition to aid them in meeting these problems. The 1928 version of this book is a far cry from the feeble effort of 1926.

In the 1928 Job Book, our general sales manager emphasizes the high spots in the last year's achievement and the forthcoming year's endeavor. The keynote is "Business Building," or developing trade. Mention is made of our own activity in this direction—"The Jantzen Swimming Association of America," which is composed of beach and pool operator members who can meet rigid requirements of admission that assure "Clean Water" to the bathing public.

Then we tell of the new styles and patterns; the relationship of these to the dominant merchandising theme in the forthcoming sales effort and advertising copy. This dominant merchandising theme is "Color Harmony." It is supported by necessary consumer booklets, which forcefully illustrate the principle suggested by the slogan "Your type determines the color of your Jantzen." Such is the introduction.

From now on it seems best to present the Job Book's story in summary, with as few explanatory remarks as possible. The words in italics indicate major headings and the Arabic numerals following such headings designate the different arguments advanced.

*Foreword.* It is not enough to know where you are; you must know where you are going. In the Job Book for last year we tried for the first time to treat with special emphasis those outstanding questions of policy which, for the time at least, dwarfed others.

*What the Merchant Wants.* Simmered down, we find that the merchant basically wants three things: (1) Salability, (2) Profit and Price, and (3) Quality. Let us define these better to understand one another.

*Salability* means the readiness with which a particular product may be sold.

*Profit* is the pay a merchant gets for making a sale, and *Price* is the dollar value placed upon the thing sold.

*Quality* is that characteristic of workmanship and material which insures satisfaction in use.

*The Jantzen proposition fits the merchant's wants like a glove fits the hand.* After making this statement we try to prove it. We give first the *evidences of salability*.

1. Merchants each year have placed larger orders for Jantzens because convinced by the acid test of sales experience. This definite expression of judgment is shown by the fact that while we sold no merchandise outside the eleven Western States in 1920, today 78 per cent of our volume is done east of the Rockies. Since 1919, swimming suit volume has increased from \$18,000 to about \$2,068,000 (less foreign sales, etc.) in 1927, which represents 12½ per cent of the nation's swimming suit bill. The total year's business on all products will better \$2,500,000, including domestic and foreign. (Sales were actually \$2,544,775.)

2. Foreign merchants are finding the same response in terms of salability. Our export business from September 1 to May 31 has increased 219 per cent over that for the same period of 1926 (fiscal year). As a matter of fact for the first four months of the calendar year 1927, January to April, inclusive, we exported 70 per cent of the wool swimming suits which left the shores of the United States, if Department of Commerce reports are taken as complete.

Consumer advertising running in the British Isles has resulted in a cable that 10,000 Style Sheets will be required to take care of the flood of inquiries. Single orders ranging in amounts up to \$13,000 have been received from abroad. Our market is now world wide with sales in fifty-four foreign countries.

3. More and more the consumer walks away from the swimming suit counter with a Jantzen. In 1923 it is estimated that one purchaser in fifty-nine bought a

Jantzen; in 1925 one in nineteen, and in 1927 one in eleven.

Any merchant understands what it means for a single manufacturer in any line to sell one-eleventh of the market. In fact, as shown previously, our percentage of dollar volume is even greater—naturally since our price per suit is higher. For this reason, one-eleventh of the suits accounts for 12½ per cent of the dollar volume.

The preceding we derive by a simple calculation. The "Census of Manufactures: 1925—Knit Goods," gives the United States totals. The quantity there given divided by our production gives the above result.

4. To prospective buyers swimming suit means Jantzen. Perhaps the most unique evidence of salability is the measure of the public mind which we have been able to obtain. So far as known, this is the most comprehensive investigation of the sort ever conducted and the conclusion is clear.

Through the co-operation of college and university professors throughout the country we have been able to secure brand association test results apparently five times as representative as any before secured. The method is simple; the professor of psychology tells his class that he is going to name an article such as ink, toothpaste, swimming suit, etc.; each student is to put down the first brand of the article he thinks of. Seventy institutions in thirty-five States helped us with this test. Every section of the country was represented as appears from the number of States reporting. Of a total of 5,172 students, 4,115 or 79.6 per cent gave a brand when swimming suit was mentioned. Of the 5,172, 1,057 knew no brand.

Of those who named a brand, 46.1 per cent named Jantzen; more than named the next ten brands put together.

To merchants these returns are especially significant because they constitute a gage of the unsold market.

The merchant can see the receptive attitude of the public mind



# Advertising *turns the wheels of industry*

In the first quarter of the century the value of goods manufactured in the United States increased by more than 325 percent, population by only 50 percent.

Manufacturing is indeed making strides. But where is it leading us? To glutted markets? Or can the public continue to expand its capacity to consume as it has in the past?

The answer is found in the dual function of business of today. As factory wheels hum, something besides goods is being created. The more vital product of business enterprise is our *ability to buy*, which in turn creates more wants and more production.

To advertisers this prosperous cycle holds unusual significance because advertising is unquestionably the chief driving force within it. Theoretically there is no limit to what the American public can consume. Made to *want*, it will *satisfy the want*.

That precisely is the secret of the extraordinary growth of American manufacturing and, incidentally, the soundest justification of advertising effort today.

THE H. K. McCANN COMPANY  
*Advertising*

NEW YORK

SAN FRANCISCO

MONTREAL

CHICAGO

LOS ANGELES

TORONTO

CLEVELAND

SEATTLE

DENVER

LONDON

PARIS

BERLIN

which accounts for the ready response to his efforts to sell Jantzen. At the same time, this is sales resistance to be overcome by the merchant who handles another brand, no matter what its name.

It is now time to comment upon the consumer expression to which we made previous reference; *the discussion which follows is explanatory and does not appear in the Job Book.* Aside from the results, the most remarkable thing about this brand association test was the ready willingness of professors in institutions of higher learning to co-operate. Bear in mind that this was done for a business concern in response to letters of request. To my knowledge two excellent books have been written on brand association test results and in both cases the number of subjects (or students in classes from whom expressions

validity of results would in that manner be increased.

In 1926 thirty-two institutions in twenty-four States co-operated. The total number of students represented in the classes was 2,380, of whom 1,733 or 72.8 per cent named a brand. An interesting thing about the more comprehensive test conducted a year later is that of 5,172 students, 4,115 or 79.6 per cent named a brand. In other words, while it is not by any means a quantitative measure of increasing brand familiarity, the greater percentage of total naming a brand in 1927 does indicate a trend toward advertised brands. That the amount and extent of advertising on the part of swimming suit manufacturers, of whatever make, is making definite impression is evident from a comparison of the results of the two years as given in the table below:

1927 Test			1926 Test		
1899	or 46.1%	named Jantzen	757	or 43.7%	
876	" 21.3%	" Brand No. 2	404	" 23.3%	
463	" 11.3%	" " No. 3	174	" 10.0%	
877	" 21.3%	" Miscellaneous Brands	398	" 23.0%	
4115	100.0%		1733	100.0%	

were secured) was around a thousand. It is apparent, therefore, that we have reason to be much gratified.

It will prove of interest to compare the results of the 1927 test with those experienced from its predecessor, conducted in 1926. First, there are certain differences in procedure to note. In 1926 we had asked the professors to use "swimming suit" as a stimulus word when making brand association tests. For 1927 we sent along a complete test which gave "swimming suit" along with other stimulus words. Our object in adopting this latter practice (the 1927 test was worked up for us by Dr. Edmund S. Conklin of the University of Oregon) was to insure uniformity in the manner which tests were conducted in the different college classrooms throughout the country. The 1926 results were very satisfactory but there did seem warrant for sending a complete test because the

It will be noted that the percentage naming Jantzens increased from 43.7 per cent in 1926 to 46.1 per cent in 1927. Although the more comprehensive returns may account for a part of the increase, it is apparent that in fair share the increase follows upon a good strong advertising campaign. Brand No. 2 suffered a decrease in the proportion of mentions received; obtaining 21.3 per cent in 1927 as against 23.3 per cent in 1926. The obvious explanation seems to be the fact that this particular manufacturer does not advertise as strongly or consistently as do two or three others in the field. In contrast to the preceding we find Brand No. 3 increasing its percentage of total mentions from 10.0 per cent in 1926 to 11.3 in 1927. Here again the explanation seems obvious; this manufacturer is advertising aggressively.

In 1926, when the first returns were in, we told our men that the local brands were going to lose out



MARKET DATA AND SPECIAL RESEARCH SERVICE FOR ADVERTISERS

## The 100,000 Group of American Cities

**H**ERE is an organization maintained by the ninety-six leading newspapers in the ninety-six principal metropolitan markets—organized to serve advertisers—devoted to the purpose of compiling and publishing market data that is essential to the formulating of merchandising and advertising plans.

"A Study of all American Markets," published and distributed by The 100,000 Group of American Cities, has been endorsed by hundreds of sales and advertising executives as a practical guide to efficient distribution and increased effectiveness of the advertising appropriation.

In addition to the market data and special research service, The 100,000 Group of American Cities also maintains a personnel of five field representatives who are thoroughly familiar with advertising practice and may be called without obligation into any conference pertaining to merchandising and advertising.

Inquiries for a copy of the book, "A Study of All American Markets," and the special services of the organization should be directed to

### The 100,000 Group of American Cities

19 S. La Salle St., Chicago and 110 E. 42d St., New York City

*This space contributed to The 100,000 Group of American Cities by  
The Milwaukee Journal*

to the nationally advertised brands. This prediction was borne out by the 1927 results, and it was also indicated that persistent advertising in at least reasonably large space was necessary to maintain a position in the market once gained. On our part we are glad to see other manufacturers advertise because we believe it builds up the market for everyone.

Brand association test results, and other material of our Job Book, are used by Jantzen salesmen to demonstrate the singular appeal of the Jantzen proposition. Needless to say, the names of competitors are never mentioned. The validity of brand association test results from college students as a measure of the "state of mind" in a market may be questioned by some. It is necessarily, of course, an approximate measure.

It is well to mention that we have not gone again to the professors for help for the obvious reason that we do not want to impose upon them.

Now to outline again the actual content of the Job Book.

*Evidences of Profit and Price.* All that has been said about salability has bearing here, but we shall touch on a different aspect of the merchant's wants.

1. Protected profit which assures to the merchant a legitimate mark-up has its basis in standardized resale prices. Regardless of his general attitude on this subject any merchant will acknowledge the truth of the following analogy.

In finance we have two classes of stock, common and preferred. The common is essentially the risk-taking stock and as such takes a larger share of what is earned, if any. To start with, new businesses have only common stock because they have yet to demonstrate their earning power. The same is true of new products, even when put out by an old firm; they have no name and hence have "common" characteristics. This explains why unusual concessions are made by firms trying to break into a new field.

Now, Jantzen Swimming Suits are like preferred stock. They

assure a market, a legitimate profit to the merchant, a maximum of turnover, a minimum of carryover—in short, a guaranteed return as a 7 per cent preferred stock. Whatever a merchant's inclinations, he ought to have a stable, assured element in his business. He has it in Jantzens—a product which shows him greater profit when the figures are in. The profit is there because no obsolete patterns remain at the season's end to be sold at cut prices which eat into the department's net.

2. A simplified style line that cuts unnecessary hazards and promotes profit to merchant and satisfaction to consumer. Simplification (in the narrower sense standardization) is defined by *System* as—"a philosophy of management which discourages all unnecessary motions in business." By this we mean that the Jantzen line is designed to cut down unnecessary motions in factory, sales territory, and merchant's store. Without sacrifice of proved style, this is accomplished by restriction to the most fashionable and fastest turning numbers.

3. A bar chart showing the decline in prices over a period of years is effectively used at this point in the Job Book.

4. Manufacturing efficiency is reflected in those price declines, and is a partial result of our simplified style line, a line which we know well enough, and many merchants know well enough, to assert with confidence that the goods move. As prices have declined production has increased.

*Evidences of Quality.* "Quality is that characteristic of workmanship and material which insures satisfaction in use." If you come right down to cases, it is fact that volume of business depends upon ability to secure repeat customers. And customers repeat only if the goods give satisfaction.

1. In the first place there is no bottom to price, and no matter what the apparent necessity of price competition, merchants know that in the long run they cannot

(Continued on page 162)

*New England's Second Largest Market*

## **Metropolitan Providence Spends \$59,928,800 annually for Food Products as follows**

Groceries & Delicatessen.....	\$25,929,800
Meats & Poultry.....	8,088,600
Meals .....	7,233,000
Confectionery, Ice Cream, Soft Drinks	5,916,400
Milk, Butter, Cheese, Eggs.....	5,782,900
Bakery Products.....	3,082,600
Fruit & Nuts.....	1,960,800
Vegetables .....	1,210,000
Fish & Sea Foods (Fresh).....	724,700
	<hr/>
	<b>\$59,928,800</b>

(U. S. Bureau of Census figures for 1926)

Rhode Island depends upon outside sources for more than 90% of its food supply. Are you getting your share of Rhode Island Business?

This compact market is effectively reached by The Providence Journal and the Evening Bulletin.

## **Providence Journal Company**

**Providence, R. I.**

Representatives

**Chas. H. Eddy Company**  
Boston New York Chicago

**R. J. Bidwell Company**  
Los Angeles San Francisco Seattle

# Think Before You Advertise—Then Advertise Continuously

This Policy of The Alligator Company Has Established a Year-Round Business Instead of a Limited Selling Season

CAREFUL thinking before a new advertiser starts his first campaign may mean a considerable difference in advertising results. If The Alligator Company, of St. Louis, had started its advertising career without giving considerable thought to its future as an advertiser, it would, in all probability, be but a seasonal advertiser with a small seasonal business today.

This company is the exclusive owner of a process discovered about twenty years ago, whereby material such as balloon cloth and silk and lightweight service cloth can be so treated as to make it waterproof, windproof and dustproof. In this process no rubber is used. Cloth treated by this process is trademarked under the name "Alligator." Outer garments made of the cloth have the same trade-mark.

Considerable attention was attracted to the product during the World War. It won high favor, first with General Pershing and other high officers, and later down the entire line. Coats made of this material were soft and pliant. They could be rolled into a package when not in use. They did not crack. The army color, deep sea, had low visibility.

The impetus given to the sale of coats during the war made the head of the company and the inventor of the process, David M. Flournoy, wonder if it would be possible for advertising to main-

tain and increase that volume during peace times.

The first advertising thought, on a product such as this, would be to sell it as a raincoat—a rain-



## Style In Every Line Zephyr-Light - Waterproof Silk

*If you have dreaded rains days because they spoiled your appearance, you will find an Alligator Silk Coat the answer to your hidden hope—style in every line—waterproof guarantee.*

The Alligator Silk Coat slips on easily over any ensemble and still retains the slender lines of fashion. When it is snugly buttoned the weather cannot harm whatever is protected. Even the seams are guaranteed waterproof.

Nothing like Alligator Silk has ever been

shown before, now approached in theory of fabric and handling. It looks like more, is more comfortable, lighter in weight, and may be had in exquisite colors: Emerald, Ruby, Sapphire, Agate, Orchid, Teal, Black and Gold.

This Alligator is a shoulder's free of rubber—looks better, lasts longer. It will not stick, crack or leak. Neither oil nor grease affect it—no lights and early rain can mar your most delicate stock without loss of creasing it. See it in your favorite shop.

THE ALLIGATOR COMPANY, ST. LOUIS, MO.

Dresses and Suits of Alligator Silk and Rubber Cloth Available from Dealers

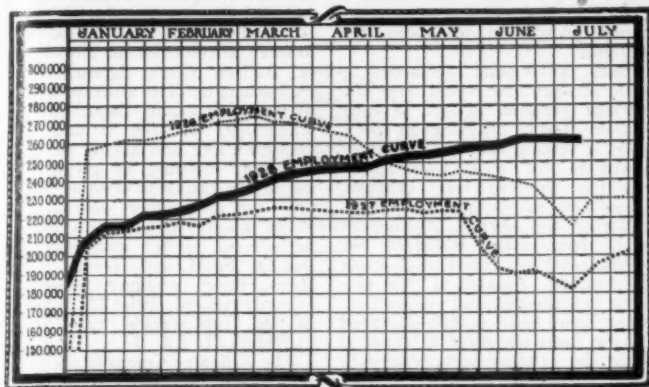
Local Office: . . . New York . . . Chicago . . . Portland, Oregon . . . San Francisco

## ALLIGATOR

GREAT EMPHASIS IS PLACED IN THE ALLIGATOR ADVERTISING ON THE STYLE QUALITIES OF THIS ALL-WEATHER GARMENT

coat with certain distinct and superior advantages, but still a raincoat. Careful reasoning discarded that thought. As a raincoat it had a very limited future. Its use by its buyers would be limited. Its retail outlets would be limited. Considered as a raincoat, all that advertising could do was to advertise it into that class.

Careful advertising thinking led to the conclusion that a year-round demand should be created for the



## Employment and Advertising at Peak in Detroit

With an increase of 73,523 or approximately 28 per cent over the same period in 1927, industrial employment in Detroit at the present time is well above that for the same period in any previous year and very nearly equals the two high records established during the fall of 1925 and the spring of 1926. Compared with other years, the 1928 employment curve shows a much steadier increase, with a promise of continuing to new heights beyond any previous mark. This and the fact that advertisers can reach 4 out of every 5 Detroit homes taking any English newspaper through *The News* alone is the reason why so many advertisers show a preference for the Detroit market.

*The Detroit News in May and again in June of this year led all other newspapers of America in total advertising volume, outdistancing newspapers in New York and Chicago—cities with many times Detroit's population.*

## The Detroit News

The HOME newspaper

New York Office

Chicago Office

I. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 6 No. Michigan Ave.

product. By putting this line of advertising thought into action, a profitable business that is a year-round proposition has been developed.

Such advertising demanded a style product that would meet the varying purposes proper to each season. Today, the Alligator Company is turning out a line of outer garments for men, women and children that are as swagger, smart and well-designed as expert tailoring and correct styling can make them, in models suitable for street, sport and travel in all kinds of weather. Because of their evident excellence and distinction, they have been readily accepted by the finest shops in the country. Had the product been treated in its advertising as just another raincoat it would not now be stocked by such retail outlets. The very fact that the name Alligator has such value as a label can be traced back to careful advertising thinking.

The advertising, which has given it not only wide distribution but also prestige-building distribution, has continually emphasized the style and smartness of "all weather" Alligators that were established for the product in the beginning. How this is done may be judged from a double-page advertisement written to appeal to men, women and children under the heading: "Weatherproof Smartness for Gray Days—for Gay Days"

In talking specifically to men in one part of this advertisement the copy said: "The man who wears an Alligator Featherweight looks well dressed and is comfortably protected from rain, wind and storm. Made of Balloon Cloth, the lightest and strongest material for its weight ever woven—a man's coat weighs only about 20 ounces and can be folded and carried in a pocket. Semi-transparent—absolutely waterproof—contains not a particle of rubber—impervious to oil and grease—will not stick or crack—instead of deteriorating it improves with age and wear."

The style appeal to women in the same advertisement was equally, if not more, emphatic, as the fol-

lowing quotation will show: "The newest Alligator Featherweight for girls (women and children), is lined in all-wool broadcloth flannel. It combines the advantage of Balloon Cloth lightness and cozy warmth. The separate lining of soft, fine quality flannel allows air to get between it and the Balloon Cloth and avoids condensation of moisture by giving the garment a chance to breathe. Suitable for all-weather wear—absolutely waterproof—contains not a particle of rubber and may be had in Sport and Trench Coat styles, smart, swagger, slender—expertly tailored. Price \$20. Choice of red, jade, orchid, navy blue, and black."

The Alligator Company not only puts great emphasis on the style qualities of this all-weather garment in its advertising to the public, but also in its advertising to retailers. It does not let them forget that it is selling all-weather outer garments and that these garments have style and smartness. These thoughts are carried through not only in advertising space in publications reaching dealers, but in all dealer help material and in all direct-mail matter. Its catalog, for example, is not called a "catalog." It is termed a "style book."

Analyze the advertising story of this company from any and every angle and you will find that the reason for its success in obtaining a broad market and a year-round market for its product goes back to the sound and careful thinking that was done before pencil was set to paper to write advertising copy.

#### National Confectioners Appoint Dunham Agency

The National Confectioners Association, Chicago, has placed its advertising account with The John H. Dunham Company, advertising agency, of that city. An advertising campaign will start on October 31.

#### Appoints M. P. Gould Agency

The Nelson Company, Hartford, Conn., maker of "Cloth Top" cleaner, has appointed the M. P. Gould Company, Inc., New York advertising agency, to direct its advertising account,





THE NATIONAL  
CONFECTIONERS  
ASSOCIATION

*ANNOUNCE*

*that the forthcoming  
campaign of advertis-  
ing, starting October  
31st, will be prepared  
and placed by*

*The* JOHN H. DUNHAM *Company*  
**ADVERTISING**

TRIBUNE TOWER  
CHICAGO

# How Your RADIO P by Chicago's Large

*The department store is not one store but many. Under its roof are housed the goods, the merchandising problems, of nearly every retail line.*

*How its separate departments reach ALL Chicago people—as they MUST—at the lowest advertising cost—as, too, they must—offers expert guidance to the advertisers of the merchandise lines they carry.*

If you have radio equipment to sell in Chicago, the example of the leading department stores will aid you. Their method of promoting sales is indicated in the accompanying statement. *Their advertising in The Daily News exceeds the total in any other newspaper, daily or daily and Sunday combined.*

That is radio selling on a citywide scale—exactly what a radio manufacturer wants. It is selling with a daily check that tells how advertising pays. It is exact market information for radio advertisers.

## THE CHICAGO

*Chicago's Home*

# 0 PRODUCTS Are Sold largest Retail Stores

## Radio Advertising in Chicago Department Stores in Agate Lines

### FIRST SIX MONTHS OF 1928

This list of the larger department stores is the one regularly used for the analysis of their radio advertising by the Advertising Record Company, an independent audit bureau maintained by all the Chicago newspapers. Note that for papers having a Sunday edition the figures for weekday and Sunday publication are not separately reported by the bureau.

	The Daily News	Tribune 7 Days	Herald Exam. 7 Days	Ameri- can Journal	Post
Marshall Field & Co....	2,431	285	...	930	1,710
Mandel Brothers .....	3,275	14,200	3,179	4,920	450
Boston Store .....	1,998	8	405	...	25
Fair, The .....	5,108	1,515	1,731	8,675	...
Davis Company, The....	5,704	663	...	821	2,965
Leiter Bldg. Stores....	256	...	...	30	1,292
Ward, Montgomery .....	...	134	64	612	...
Sears, Roebuck & Co. ...	1,227	138	...	740	405
Wieboldt, W. A., & Co..	8,128	738	1,756	7,516	...
Total .....	28,127	17,681	7,135	24,044	3,845

### ADVERTISING REPRESENTATIVES

NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Kelly  
300 N. Michigan Ave.

DETROIT  
Woodward & Kelly  
408 Fine Arts Bldg.

SAN FRANCISCO  
C. Geo. Krogness  
303 Crocker 1st Nat'l Bank Bldg.

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

# DAILY NEWS

Newspaper



## In Oklahoma the total value of all farm products in- creased 571% from 1900 to 1925!

During this same period the increase for the entire southwest was 336% . . . and for the United States, 257%.

Increased bank deposits, too, indicate constantly increasing buying power among Oklahoma farmers.

From 1900 to 1925, Oklahoma's bank deposits increased 4,957% against an increase of 1,905% for the southwest and 541% for the United States.

Many of the manufacturers who have consistently advertised to Oklahoma farmers through THE OKLAHOMA FARMER-STOCKMAN have seen their sales curves increase proportionately.

178,591 A. B. C. Circulation Each Issue

*Carl Williams*  
Editor

**THE OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

*Ralph Miller*  
Adm Mgr

Published by THE OKLAHOMA PUBLISHING COMPANY  
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

# The Salesman as a Letter Writer

Personal Letters to the Trade from a Salesman Are Valuable Tools,  
if the Salesman Knows How to Write Them

By Wilfred Kean

Assistant Sales Manager, The Estate Stove Company

**I**N an article in *PRINTERS' INK* of June 9, 1927, I referred to the co-operation of sales correspondents and territory salesmen, mentioning how one can help the other.

In discussing ways in which a salesman can help the correspondent, I mentioned:

If you can express yourself as well on paper as you can in person, follow up the correspondent's letter by a letter of your own. Because of your personal knowledge, you can write a more intimate, personal letter than the correspondent, and at the same time the repetition will add to the correspondent's efforts. However, unless you can express yourself fully as well on paper as you do in person, stay away from the letter—not all salesmen are good correspondents, any more than all correspondents are good personal salesmen. Do not take a chance on jeopardizing any favorable impression you may have made on your prospect by writing him an ineffective letter.

A short time later the editor of *PRINTERS' INK*, in writing me about this article, said:

You said that it is perfectly permissible for a salesman to write to his prospects provided he feels that he can express himself as well on paper as he can in person. It occurred to us that actually this is something that very few salesmen are capable of doing. I believe it is quite accurate to say that the type of mind which functions best in personal selling work is not frequently capable of clearly and convincingly putting thoughts on paper.

Do you encourage your salesmen to write to their prospects and customers? If a salesman is obviously unable to write a worth-while letter, how do you go about convincing him that he had better stick to personal selling? Do you think that there is a tendency for salesmen who do write fairly efficient letters to spend more time letter writing than they probably should? Do you maintain any supervision over the letters your salesmen send out? When do salesmen find time to engage in letter writing activities?

I have discussed this matter with several heads of sales correspondence departments and sales managers, and have tried to get

their viewpoint on the salesman as a letter writer; mostly on the fundamental question of whether or not the salesman should write his trade at all. About the only definite conclusion that can be drawn from the various opinions is that no definite answer can be given to this question, whether it is asked generally or with any one particular sales organization in mind. It all seems to resolve itself into the old proverbial "it all depends," and the quantity on which it depends is the individual salesman.

If the salesman can write an effective letter, he can do a great deal of good with it; more, perhaps, than a factory correspondent. The salesman knows his trade; he knows their characteristics, their idiosyncrasies, their likes and dislikes, and he can write closer to them than a correspondent, to whom a prospect or dealer usually means merely a signature on the bottom of a letter—an abstract, inanimate object. He can make a closer appeal to a prospective dealer, and he can do much to keep himself and his products in the minds of his active accounts between calls, to help offset the overtures and attractive propositions which his competitors are sure to make during his absence. But, while a good letter over the salesman's signature will materially help his direct presentation, a poor letter can do much to hinder it, to kill the effect he has made. The matter of salesmen's letters to the trade, therefore, should undoubtedly be a matter of individual judgment in the case of each salesman.

In our own business, a salesman's letters to his trade, if he knows how to write them, are a particularly valuable tool for him, due to certain sales management policies we follow. For example,

we give each dealer exclusive sales rights in the territory he covers, and we attempt to protect him fully against all types of cut-throat competition, especially that of a near-by merchant who may purchase a single article for a favored customer, and sell that article at his cost plus a small per cent, making it impossible for the regular dealer to realize an equitable profit. For this reason, whenever we receive an inquiry from a prospective dealer in a territory near any established account, we do not quote the prospect direct, but refer the inquiry to the salesman for his personal attention.

Obviously, the salesman cannot follow up every inquiry on the day it is received, and if he has the ability to write an effective letter to those inquirers whom he considers as desirable dealer prospects, letting them know about when he can call and throwing in a few remarks about the proposition to keep their interest alive, it is going to be a great help in making the sales on his personal calls. Then, too, the territory man often knows the inquirer personally, and with this personal knowledge can make a more effective appeal than the best of sales correspondents, to whom the prospect's letter is "only another inquiry."

Whenever consistent with sound judgment, we permit the salesman to be the main factor in his territory, and he must frequently make important decisions in his relations with his established accounts, as well as with prospects. Even if the decisions are made at the home office, they are usually passed to the dealer through the salesman. He is in effect a sales manager in his territory, and, as in general sales management, the better personal efforts are backed by correspondence, the better the final results will be. The better the salesman can use the mail in advance of, or as a supplement to, his personal interviews to pass on decisions, information or suggestions, to keep himself favorably in the customer's mind between calls, generally to cement good-will, the

more valuable a man he will be.

If we believe a man is a good letter writer, we encourage him to write letters when the occasion seems to require it. When we write him about prospects or matters requiring his judgment, we suggest that he write the prospects or customers direct, sending us carbon copies of the letters for our records. If we do not think that the salesman is an effective letter writer, we ask him to let us know how we should handle inquiries or other matters from the home office. Since writing their customers direct is never suggested to these salesmen, they are accustomed to considering correspondence a home office task, and it is seldom necessary actually to discourage them from writing letters.

Salesmen's correspondence with the trade may be divided into the following three groups:

1. The really personal letter, written by the salesman from his hotel, home, or office.
2. Form letters written by the house, and sent to the salesman to be signed and mailed.
3. Form letters mailed by the house, with the salesman's signature applied mechanically or written by clerical help.

Obviously, the first method is the most effective, since it is the most personal. One of the most successful salesmen in our organization covers a very large territory so that he cannot see his trade as often as some of our other men, but he never overlooks an opportunity to keep in touch with his dealers by mail. When a dealer sends a mail order to the house, this salesman usually writes a short note of personal thanks, and almost invariably manages to include a selling suggestion or selling argument. If he calls on a customer and does not get an order, but leaves with a promise from the customer to send in an order at some later time, he makes a note of the date and sends a reminder at that time.

When this salesman calls on a prospective customer and fails to sell him, or secure a definite promise, he often writes the pros-

pect a few days or a week later, along this line:

I just happened to think that there is one thing I overlooked telling you about this proposition. You'll get the exclusive agency for your town if you accept the offer I made you, and all the inquiries we get from your territory through our national advertising will be referred to you.

There is a double-spread ad in next week's ..... I have told the house that I want you as my dealer, and if you send your order direct, it will be taken care of and you'll be marked as our distributor, just as though I sent the order. If you mail your order at once, you will still be in time to get the inquiries from this next ad.

This salesman always uses every opportunity to back up information sent by his house with personal letters. He will write his customers: "I just had word from the house that the new Model R, about which I told you on my last visit, will be ready next week. Of course, they will have to fill orders in the rotation in which they are received—" etc., etc; or "I believe the house sent you proofs of our next national advertisement, which is coming out right during the height of the heating season. It will certainly pay you to tie up with this ad by using some of the local advertisements of which they have sent you proofs."

One of the best ways in which a salesman can use a personal letter is to pass on sales suggestions to his customers. Suggestions which, coming from the house, might be tossed aside as "old stuff" or "theory," or overlooked entirely, may be accepted readily if the salesman sends them to his dealers as "something really interesting" or "a brand new idea" which he ran across. "Last night, in Kansas City, I saw a window display that struck me as unusually good. The window was about like yours, and as I thought you could possibly use the same idea, I took a snapshot of it. I will get the prints tonight and send you one in the morning."; or "John Roberts over in Arcadia just used a new plan which helped him sell thirty-eight Heatrolas last week. I believe you can use the plan. Here is the idea—"

Aside from passing on business information or sales ideas, a friendly, really personal letter can often be used to help cement the relationship between the salesman and his customers. "Say," wrote one of our salesmen to a customer, "you are certainly in for a trimming in golf the next time I see you. I went over the Avonhurst course yesterday in 78, and am going to be still better next Tuesday, when I'll see you again."

"You and I were not the only two who thought that football game we saw last Saturday was one of the best of the year," wrote another salesman. "Sam Hall, who ought to know a good football game when he sees one, thought so, too. Maybe you did not see his article, and I am enclosing it, with another clipping or two."

Certainly, letters like this, written by a salesman who has a purpose in mind and knows when and how to write, are helpful, and whatever time he may spend in writing such letters is well spent. It is true that salesmen are busy, but there is time between trains, time in the evenings, and some time on Saturday afternoons and Sundays. As a matter of fact, it does not take as much time as might be imagined; a salesman can rather hastily scribble a note to four or five of his customers whenever he has a few odd moments, and these short, personally written notes are really the most effective.

However, the salesman's personal letter must really reflect that salesman's own personality. He, even more than the full-time correspondent, must heed the admonition to "write naturally." A correspondent may use such phrases as "Your communication received," "attached hereto" and "it has just come to our attention" without sounding affected or unnatural. The salesman could not write this way and have it sound like his letter, because he just simply does not talk that way in his conversation with his customers. He sounds far more natural when he says "I just heard," "Here's that notice I promised

you," "Thanks for the order you sent the house." He can afford to violate, if he needs to, some of the rules of logic, sequence and rhetoric, and include some of his personal colloquialisms better than he can afford to lose his personality in his letter. It must be the salesman's own letter throughout.

The sales correspondent in the home office can help the territory salesman in writing his own letters by sending him copies of all dictated correspondence going into his territory, and by keeping him informed of all mailings, announcements, etc., going to his trade. It is doubtful whether any actual suggestions as to how the salesman's personal letters to his trade should be worded would be of any material benefit, but the salesman who reads copies of the letters written by a good correspondent in the home office will unconsciously absorb some of their characteristics, and will adapt them to his own style and his own personality.

Next in effectiveness to the letter written personally by the salesman is the form letter written by the house and sent to the salesman to be mailed by him. We conduct a three-weeks extensive selling campaign in the summer, and every salesman on our force spends this entire three weeks doing resale work with some of his better dealers. It has been our custom, in advance of this campaign, to send out letters, written as nearly as possible in the colloquial style in which salesmen would probably write, to the dealers with whom the salesmen will work. The letters are written in the first person, tell the dealers when the salesman will be there, and urge them to be prepared for the salesman's coming. The salesman, when he signs the letters, has the opportunity of adding some long-hand postscripts, if he cares to do so, to make the letter more intimate and personal.

The least effective, from the standpoint of getting the personal touch, is the form letter written and mailed from the home office, either with the salesman's signa-

ture stamped on or applied mechanically, or the salesman's name written by a clerk or correspondent. This type of letter may, however, be more effective for certain purposes than a form letter sent out over a home office signature.

Some firms have tried furnishing their salesmen with a letter manual, containing suggested forms for paragraphs and sometimes even complete letters for the salesman to send his customers. In my opinion, this is not particularly valuable or effective. In the first place, very few salesmen will use such a "Ready Letter Writer," and in the second place, the letter would not sound natural or reflect the salesman's personality if he did use the prepared forms.

### R. A. Mann, Western Manager, "National Sportsman"

Rayford A. Mann, formerly New England representative of the *National Sportsman and Hunting and Fishing*, Boston, has been appointed Western manager of these publications to succeed the late C. B. Hull. His headquarters will be at Chicago. O. H. P. Rodman, who has been with the home office at Boston, has been made New England representative.

### "The American Architect" Appoints A. H. Brace

A. H. Brace has been appointed Central Western representative of *The American Architect*, with headquarters at Cleveland. He formerly was with *Furniture Index*, Jamestown, N. Y., and the former *Class Journal Company*, now the *Chilton Class Journal Company*.

### Wallpaper Manufacturers' Account to Joseph Richards

The Wallpaper Manufacturers' Association, New York, has appointed the Joseph Richards Company, Inc., New York advertising agency, to direct its advertising account. Black and white and color advertisements in magazines will be used.

### MacGregor Davidson with Lawrence Fertig Company

MacGregor Davidson, formerly with The Moss-Chase Company, Buffalo, N. Y., and Wm. B. Remington, Inc., Springfield, Mass., has joined The Lawrence Fertig Company, Inc., New York advertising agency, as an account executive.



# The CHICAGO HERALD and EXAMINER

	<i>Circulation</i>
Herald and Examiner . . .	411,515
New York Times . . . . .	405,707
Boston Post . . . . .	395,607
New York World . . . . .	334,482
N. Y. Herald-Tribune . . .	302,365
Philadelphia Inquirer . . .	277,880
St. Louis Globe-Democrat .	264,604
Kansas City Times . . . .	248,941
New York American . . . .	206,952
<i>A. B. C., March 31, 1928</i>	

**largest  
★ morning  
newspaper  
circulation  
in America**

★ Standard Size Newspapers

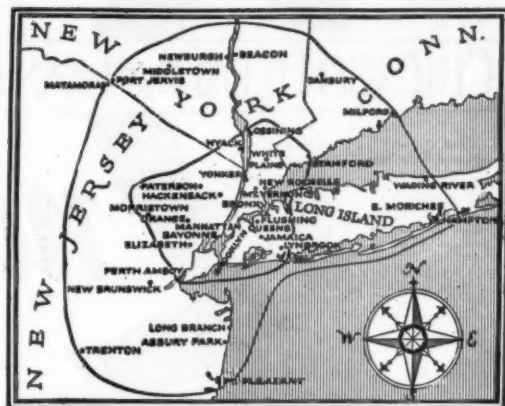
## THE CHICAGO HERALD and EXAMINER

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON

T. C. HOFFMEYER

285 Madison Avenue, New York 625-6 Hearst Bldg., San Francisco



## The Most Highly Concentrated Sales Area

**9,500,000 Consumers within 50 miles!**

**T**HE richest market in the world is concentrated within the limits of Metropolitan New York.

There is more money in the New York trading area than in seven of our large states.

It is a quick turn-over market. New Yorkers live well and they buy regularly and often.

New York is a very inexpensive market to sell because—

1. Its outlets of distribution are many and close together.
2. Its transportation facilities are rapid and cheap.
3. Salesmen live at home and traveling expenses are nil.
4. Its population can be reached effectively, dominantly and most economically, because one newspaper reaches nearly half of all the people who buy any New York evening newspaper.

That paper is the New York Evening Journal.

# DOMINATED

by the

## NEW YORK EVENING JOURNAL

TODAY, this evening newspaper is read  
by the greatest number of men and  
women in all income groups.

It goes into the homes of the highest earning and largest spending classes, reaching the worth-while families of New York City and its suburbs.

The New York Evening Journal gives unequalled opportunity for sales concentration in the most highly concentrated sales area.

CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31st, 680,115 DAILY, NET PAID

## NEW YORK EVENING JOURNAL

*The Greatest Circulation of any Evening Newspaper in America  
and a QUALITY Circulation at THREE CENTS a Copy  
Daily and FIVE CENTS Saturday*

Hearst Building  
Chicago, Ill.

9 EAST FORTIETH STREET  
New York City

Book Tower Building  
Detroit, Mich.

**The Detroit News  
has just completed  
a survey of 77,056 homes  
(about 20% of the  
homes in Detroit)  
69,365 homes receive  
a daily paper  
34,765 receive the Detroit Times  
—just half the market**

**—we are indebted to the News  
for this proof that  
the Detroit Times covers  
one-half the  
City of Detroit**

***“The Trend is to THE TIMES”***

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# This Chain System Finds That Price Is Losing Its Appeal

As a Consequence, the H. C. Bohack Company Has Inaugurated Some Sweeping Changes in Its Organization

By Henry C. Bohack, Jr.

Vice-President, H. C. Bohack Company (435 stores)

[EDITORIAL NOTE: It is scarcely possible to place one's finger on a single factor and say that here we have the explanation for the astonishing success achieved by the chain stores. If such a thing were feasible, however, it would be entirely logical to say that the high prices of the war period centered the housewife's attention on what she had to pay for necessities. This was the chains' big opportunity and, as Mr. Bohack says, "we made the most of it."

But of late there has been evidence that price is losing its appeal. If this is true, what will happen to the chain stores? Apparently, the answer to that question is that the chain systems will promptly adjust themselves to any social or economic changes. That is exactly what the H. C. Bohack Company has done and is doing this very moment as told in this interesting article which is reprinted with permission from *Food Chain Store Merchandising*.]

THE new sales policy of the H. C. Bohack Company was formulated after an investigation had forced upon us the one outstanding fact that—

The successful food chain store of the future must fit the community which it serves.

This statement will undoubtedly sound like heresy to the old-time chain grocery operator who believes that standardization of every activity is the one underlying principle of success in chain store retailing.

We, too, have believed in standardization whenever possible, and this principle has aided greatly in building our chain in the past, but in recent years we have encountered conditions with increasing frequency which cannot be overcome by standardization, and which need special treatment.

And we have found methods that aid us in meeting these new conditions—methods which are giving us immediate returns, and which we are confident will give our busi-

ness greater stability in the long run.

The idea for this new sales plan of fitting the store to the community had its inception in a struggle with an independent grocer. We had located a store in the community but it did not prosper as we had expected. We had every confidence in the manager of the store, but were greatly annoyed when he insisted that the low sales total was due to an independent competitor. There was no doubt we were offering more for the money, but we were not making the sales.

We investigated further and found that we were up against a man who was using every advantage the independent retailer possesses in the way of service; and what was more important, we found we were working in a community which preferred service to a slight price cut.

Here we were with our much-vaunted advantage in price being thoroughly out-generaled by a man who knew how to serve his community.

If we were to continue to depend upon the old method of standardization of the stores and products, with price leaders, limited lines, etc., there was only one course open to us, and that was to bow ourselves gracefully out of the picture, and thereby admit that this particular community was one not suited for a Bohack store.

But we wanted this community, and many others like it in Brooklyn and Long Island, to be suited for a Bohack store, and we determined to make adjustments.

We could not change the community, but we could change the store. But to change this store was to change many others, and this would necessitate sweeping changes in our organization.

Reprinted from *Food Chain Store Merchandising*.

One thing, however, was becoming more evident—the American household is again seeking service. The high price of the war period centered the attention of the housewife on the prices she was paying for her food and necessities. She thought at first they were outrageous, and began to shop around.

Here was the chain store's big opportunity, and we all made the most of it—through the elimination of service and filling the housewife's desire for lower prices. She did not mind carrying home her groceries, provided she could obtain them at a lower price.

With the war over, prices fell, and the country was started on the upward trend to greater prosperity. Slowly the housewife has been adjusting herself to the new conditions, and she has begun again to buy service. We are getting back to the pre-war days when quality and service took precedence over price.

With these facts and experiences in mind we decided to test our theory. Twenty-five stores were selected in various communities of our territory, and we started out through these stores to dispense groceries, meats and services in the proportion demanded at each location at as low a price as would insure a net profit.

Because we were operating these stores in a variety of neighborhoods, naturally these prices were not the same, so one of the first moves necessary was to discontinue putting prices in our newspaper advertising, and this advertising is now devoted to good-will messages, with facts about our stores and products.

Then immediately arose the problem of personnel. If prices were to be made to fit the community someone had to be charged with making these prices, and it would be utterly impossible to establish each price at headquarters. Also, if prices were to be different, there was no reason why each store should not demand the lowest price, and ultimately there would be no bottom.

Consequently, it was necessary to find a method of compensation

by which it would be to the best interests of the managers to hold up the price to a point which would insure a profit. Previously, we had been paying our managers a salary and a percentage of their sales. To this we added a bonus based on the profits of the store. As the new system works out, the manager is assured of a salary each week, the sales percentage makes it to his interest to sell as much as he can, and the share in the profits urges him to make these sales profitable.

Since our new plan gives the man in the store much more responsibility, we found it necessary to obtain a higher type of man, and also, to keep him in much closer contact with headquarters.

#### NOT NEW MEN BUT BETTER TRAINED MEN

By a higher type of man I do not necessarily mean new men so much as better trained men. The Bohack organization was built up on men, and today we take great pride in our organization. Mr. Bohack, senior, has always said: "You must depend on the men."

Anyone can hire men and fire them; we have hired them to keep them, and make it worth while for them to remain. Our new system now makes it more compulsory than ever to make our men part of the game.

Consequently, we are doubling the number of our district managers. The new district managers will be known as "sales boosters," and their efforts will be confined to sales entirely. The old men will be charged with looking after the routine as formerly.

The boosters are for no other purpose than to make better merchants of the managers. They are selected from the most successful managers. They will go from store to store in their various territories and endeavor to increase the sales by using better methods of selling. A booster will remain a week or more at one store if necessary in order that he may become thoroughly familiar with the community, and go back as often as is required.

The results obtained from this



**T**HE INDIANAPOLIS NEWS measures up—thoroughly and precisely—to the definite requirements that the experienced advertising space buyer holds so essential for wise selections.

The largest daily circulation. . . . The most complete coverage in Indianapolis, plus the proper ratio of suburban and outlying coverage. . . . Journalistic prestige and advertising standards that command respect for every advertisement. . . . A permanent audience assured by carrier-delivered home circulation. . . . Constant leadership in local and national advertising lineage. . . . Intelligent merchandising cooperation.

When the space buyer writes The INDIANAPOLIS NEWS on his list, he knows *absolutely* that he has made the correct selection.



## The INDIANAPOLIS NEWS *sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

NEWS CIRCULATION IS OVER 93% HOME-DELIVERED

system are most gratifying. At no time have we failed to increase the sales when this method was applied to a store, and in some cases they have increased as high as 40 per cent over a short period.

One of the first stores selected for a test, and which I coached myself, has shown a steady increase from \$400 per week until it is now approaching the \$800 mark. In this case the manager of the store was about my own age, and we got along splendidly. We got real sport out of watching the figures go up, and since he has been left alone, he has taken great pride in keeping them there.

Incidentally, this system of sales boosters is bringing the managers much closer to headquarters than ever before. The man in the store miles away from the office, who knows only the district manager, feels neglected. It is too cold-blooded. When our chain was smaller my uncle, Mr. Bohack, senior, always tried to get around to see the men in the stores, but with the number approaching five hundred, this is almost impossible. Besides our stores are now spread over a much wider territory.

The sales booster will be in close touch with the executives at headquarters and he will thus bring the managers nearer to the center of the organization.

One of the most interesting developments of the new system is the effect on opening new stores. We have become so confident of its effectiveness that we now set a quota for the first week, and we make it. Previously we had been content to open a store and take what came our way, but now we estimate what the location ought to do and see that we reach it.

Up to the present, not one of our locations was at fault when the sales refused to climb. When a sales booster was assigned either to a new or an old location, the sales for the store immediately showed an increase, and continued to hold it after he had left the store.

We realize that these innovations are radical, but they cannot be wrong, because they are successful. We have been able

through these methods to meet competition which we could not meet before. This competition is going to increase rather than diminish, and we feel that with an organization able to meet not only the competition in general, but which is able to meet each individual case, we will be in a position almost impregnable.

It is our experience that too much credit has been given to the price advantage in the success of the chain store. There are other factors, such as neat stores, fresh stock, trained managers, etc. The fact of the matter is that where the independent strengthens himself along these lines, he can largely overcome the price advantage of the chain store.

Chain food stores of the future will become more and more the buying agents for the community. To do this the organization must know and understand the community. The Bohack Company is taking its first lessons.

### To Direct Johnson & Johnson Dairy Products Advertising

Johnson & Johnson, New Brunswick, N. J., have appointed the Ferry-Hanly Advertising Company, New York advertising agency, to direct the advertising of their Dairy Products Division, which manufactures milk filter discs for dairymen and filter cloth products for creameries, condensaries and allied industries. Business papers, farm and dairy magazines and direct mail are being used.

### Shoe Account for Aubrey & Moore

The Irving Drew Company, Portsmouth, Ohio, manufacturer of Arch Rest women's shoes, has appointed Aubrey & Moore, Inc., Chicago advertising agency, to direct its advertising account.

### New Account for Redfield-Coupe, Inc.

Shields & Company, New York, investment brokers, have placed their advertising account with Redfield-Coupe, Inc., New York advertising agency. Newspapers and magazines will be used.

### I. R. Parsons to Leave Philadelphia "Public Ledger"

Irving R. Parsons has resigned as advertising manager of the Philadelphia *Public Ledger*, effective September 1.



**I**NDISPUTABLY the bulk of a great city's population falls in what is perhaps too narrowly termed the "middle class." And it is equally indisputable that the chief factor in huge newspaper's circulation in such a city, in numbers and in buying power, is this same middle class.

In Chicago the Chicago Evening American has a circulation well in excess of a half-million. That circulation is firmly established, of proved buying power, and composed chiefly of the same sort of middle class folks as are the circulations of all of Chicago's major newspapers.

Embraced in this tremendous circulation is a veritable army of readers which is not effectively reached nor definitely influenced by any other Chicago newspaper. We are prepared to convince any advertiser that a program of advertising in Chicago which does not include the Chicago Evening American can not be expected to adequately cover, by a great deal, the available market.

**CHICAGO EVENING AMERICAN**

a good newspaper



**THIS OUTSTANDING ACHIEVEMENT  
HAS A PARTICULAR SIGNIFICANCE  
FOR THE ADVERTISER**



When a newspaper so completely wins the confidence of a people, that it creates a precedent in the history of newspaper making —

When it is read in nearly every home in a great city and suburbs —

When that circulation is built up without premium or circulation contest —

Then that achievement has a particular significance for the advertiser.

Philadelphia and The Bulletin offer an incomparable opportunity today.

Here, the third largest market in America can be almost completely covered by one newspaper: 600,000 homes. More than 500,000 circulation.

No other large market in the country can equal this for economy and effectiveness.

When you know Philadelphia, you understand the remarkable growth of The Bulletin. A clear-thinking people. With deep-rooted convictions. Moderate in all things in life.

These are traits which dominate in great mansion and modest home.

And The Bulletin: A newspaper that reflects their sane views. Avoiding sensation and scarehead display. Building upon reader-confidence through a third of a century.

Gaining a tremendous lead in its own city; ranking as one of America's great papers.

Circulation such as this is particularly responsive to advertising. The reader-interest is there. And a confidence in the newspaper, which fosters a like confidence in your message.

Analyze the advantages which Philadelphia offers. Compare the sales opportunity and the advertising cost with those of other markets.



#### *The Leader in Wealthy Suburbs*

*Not only in the city itself does nearly everybody read The Bulletin; also in the rich suburbs it is the newspaper that goes into nearly every home. In Bryn Mawr, Merion, Radnor, the Old York Road Section,—The Bulletin leads any other newspaper by far; exceeds the combined circulation of all Philadelphia morning papers.*



# The Evening Bulletin

City Hall Square  
**PHILADELPHIA**

New York Office: 247 Park Avenue  
Chicago Office: 333 N. Michigan Ave.

Detroit Office: 321 Lafayette Boulevard  
San Francisco Office: 681 Market Street

Copyright, 1928, Bulletin Co.



**M**RS. FARMER and her daughter learned through their Extension Classes and 4-H Club Work that there are new methods of canning and preserving much superior to the old-fashioned ways. There are even new style jars and tops!

Farm women do not cling to old-fashioned methods, once they learn of better ones. **THE FARMER'S WIFE** is the ideal medium to tell them of your jars, pressure cookers, and other utensils which make cooking and canning more efficient.

**THE FARMER'S WIFE** is the only magazine in America published exclusively for farm women.

## THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

*Western Representatives*  
**Standard Farm Papers, Inc.**  
307 North Michigan Ave.  
Chicago, Illinois

*Eastern Representatives*  
**Wallace C. Richardson, Inc.**  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# Clubs Forge Ahead in International Advertising Association

Detroit Convention Marks Return of Movement to Advertising Club Group

THE Detroit convention of the International Advertising Association which came to an end on July 12 will, in all probability, be recorded as the convention in which the organization was returned to the advertising clubs. For some time there has been a feeling of dissatisfaction on the part of advertising clubs. They felt that they had lost control of the association.

This feeling was put into words, not long ago, by Gilbert T. Hodges, president of the Advertising Club of New York, in an address which he made before the Advertising Council of the Chicago Chamber of Commerce. In that speech he said.

"I have come to the conclusion that the International Advertising Association has wandered considerably from its original purpose. Its constitution has been so amended that it is politically unwieldy, and its program has been so enlarged that very little of it can be accomplished. It looks as though the association would usurp the work of the local clubs, and try to do their work, and its own, too.

"The original purpose of the Associated Advertising Clubs," he continued, "was to be a sort of parent body for the local clubs. It was to encourage and aid the establishment of clubs in new localities, to co-operate with the existing clubs, helping to frame programs and assisting officers in club management, all for the betterment of advertising in general. It was for the local clubs to make the contact with the public, except for an annual convention of the entire body of clubs.

"I have always been opposed to the begging of money for the support of the association. It has

seemed to me that a business that spends a billion-and-a-half dollars annually should be amply able to support its association without asking for contributions for the purpose of keeping the business honest.

"And it wouldn't be necessary if the association were kept within

the confines of the club movement and a simple program were adopted. The annual dues from the clubs alone could be made to finance the association in splendid shape, and the annual convention would easily pay for itself out of the registration fees."

This speech, more than anything else, was responsible for the changes which were made for the benefit of the clubs at the Detroit convention.

Clubs in smaller cities had held the same

opinion. When New York expressed it they all became articulate. Mr. Hodges' address was continually quoted and referred to throughout the Detroit convention by many delegates.

One of the most distinctive gains by the club wing at this convention was the election of Charles C. Younggreen as president. Mr. Younggreen was an advertising club candidate. His platform was one that called for a policy of making the clubs predominate in the association.

Another important victory for the club wing was the exaction of a promise to the effect that different groups of interests in the association would finance their own undertakings from money which they raised themselves. In other words, there will be no jack-pot from which all interests might draw funds. The money which the association obtains from clubs will be spent entirely for the work of the clubs. The Advertising Com-



C. C. YOUNGGREEN  
NEW PRESIDENT OF  
THE ASSOCIATION

mission, an organization composed of many and varied advertising organizations, will draw only on the funds which it brings in. The new advertising research bureau will spend on its work only such money that is subscribed or raised for that specific work.

The changed constitution of the association, which was described in an early report on the convention which appeared in *PRINTERS' INK* of July 12, represents also a victory for the club group. At the present time it represents a victory in that the changes were made chiefly at the insistence of the club group. How much of a victory this changed constitution actually represents, however, will depend upon the value of these changes to the clubs when they are put into actual operation.

One of the most important changes in the constitution is the creation of a governing board of seventeen members of which twelve were elected by the association at its convention. The other five vacancies on the board go automatically to the five executive officers of the association.

This board will run the association. It starts off, in a certain sense, as the representative of the research bureau group of the association. This statement is made because of the fact that those who were elected to membership in the board were selected by the research group.

The twelve elected members of the board are:

Three-year term: Walter A. Strong, publisher of the *Chicago Daily News*; Francis H. Sisson, of New York, vice-president of Guaranty Trust Company; Mrs. Ogden Reid, of New York, advertising manager of the *New York Herald Tribune*; R. D. Stewart, of Chicago, president, Quaker Oats Co.

Two-year term: D. F. Kelly, of Chicago, president of The Fair Company; Kerwin H. Fulton, of New York, president of General Outdoor Advertising Company; John C. Martin, of New York and Philadelphia, Curtis-Martin Publications; John Benson, of Chicago, president of the American Association of Advertising Agencies.

One-year term: J. H. Bragdon, of New York, president of *Textile World*; Don Francisco, of Los Angeles, vice-president of Lord & Thomas and Logan; O. C. Harn of Chicago, managing director of the Audit Bureau of Circulations, and Samuel R. McKelvie, of Lincoln, Nebr., publisher of *The Nebraska Farmer*.

The five other members of the board, by virtue of their election as officers of the association, are Charles C. Younggreen, the president-elect; Clinton F. Berry, vice-president, representing the Advertising Club Board; Patrick F. O'Keefe, vice-president, representing the Advertising Commission; H. R. Swartz, treasurer and W. Frank McClure, secretary.

The new board starts off with a difficult problem to decide—the selection of a convention city for 1929. Three cities are contending for it. Berlin, Germany, Minneapolis and Miami. In other years this problem has been settled at the closing business session of the convention by the report of a body known as the board of club presidents. That board designated Minneapolis for 1929. For a number of reasons this vote was contested by those who advocated the selection of Berlin and the question was brought to the floor of the convention by a resolution recommending Berlin which was introduced by E. D. Gibbs, a former president of the association, and



CLINTON F. BERRY  
VICE-PRESIDENT



P. F. O'KEEFE  
VICE-PRESIDENT



© 1928 THE CONDÉ NAST PUBL.

**T**HERE is always something important in Vanity Fair. Beautiful as a Steichen photograph of a new film actress may be, it is in Vanity Fair because she has achieved something artistically noteworthy. Back of a Riddell book burlesque is a sound, though somewhat satirical criticism. Even the amusing sketches are published primarily because they have some claim to art as well as to humor. By such methods does Vanity Fair seek, as its readers, those people who have discernment as well as a sense of humor . . . and no advertiser of a quality product can do without discernment in his audience.

seconded by H. T. Ewald, head of the Campbell-Ewald Company.

The submittal of this resolution to the convention was blocked, however, until an indignant speech by James O'Shaughnessy awoke the delegates to the fact that they were being denied a voice in the selection of a convention city. When it was finally submitted it was passed by a great majority.

The changed constitution of the association gives the new board of governors authority to pick the convention city. At its first meeting, which is scheduled for September, it faces the problem of choosing between the recommendations of the board of club presidents and the recommendations of the delegates, to the convention.

The report of the retiring treasurer of the association, Francis H. Sisson, given at the closing business session, gave a fact-story on the condition of the organization.

In presenting his report Mr. Sisson said: "I regret to state that we do not stand as well this year as we did last year." He explained that there were two obvious factors responsible for this situation. First there was a reduction in club memberships and, second, there was a substantial addition to the association's expenditures to provide for the creation of the Bureau of Research.

For the fiscal year 1927-1928, just ended, Mr. Sisson reported a net balance of \$2,870 compared with a balance of approximately \$19,000 for the preceding fiscal year. Club dues received for 1927-1928 amounted to \$27,723 as against \$32,430 the previous fiscal year, a decrease of \$4,707. Expenditures for 1927-1928 totaled \$88,984 as against \$94,627 in 1926-1927, a reduction of \$5,643.

A comparison of membership statistics for the two years follows:

	1926-27	1927-28
Clubs .....	226	213
Club memberships.....	18,260	16,014
Departments .....	27	26
Members .....	3,919	5,802
Sustaining members	456	415
New clubs .....	15	18
Clubs dropped ...	34	28



W. FRANK MCCLURE  
SECRETARY



H. R. SWARTZ  
TREASURER

Mr. Sisson told the convention that the association had endeavored to economize wherever possible. Illustrative of the parings which have been made in expenditures is the fact that expenses for traveling fell from \$11,126 to \$6,386. Charges for printing dropped from \$5,211 to \$3,058. On the other hand, rent, which was \$3,890 in the 1927 fiscal year, increased to \$7,816 for the 1928 fiscal year.

He called particular attention to the fact that an important reason for the present financial condition of the association could be traced to an expenditure of \$15,000 made for the purpose of organizing and maintaining the Bureau of Research.

Resolutions recording the esteem in which the association held the late E. T. Meredith and the late Joseph A. Meadon,

who had been among its most active workers and supporters, were passed at the closing session. The program of the convention was dedicated to both of these men.

An unheralded event on the fourth day of the convention was the presentation of the Cross of the Legion of Honor of France to H. R. Swartz, president of R. Hoe & Company, and to James Wright Brown, publisher of *Editor and Publisher* and *The Fourth Estate*. The presentation was made by Dr. Marcel Knecht, of *Le Matin*, Paris.

The convention, officially, was a five-day affair. Of that time three



"SALES" said W.W. Lewis, Adv. Director of the Cadillac Motor Car Co., "are not made en masse. They are made one at a time."



Actually then, there is no such thing as mass selling, but rather individual contacts, which, when lumped together on an adding machine make an impressive total, as sales.



Too, circulation is *people*. Not a set of figures. Advertisement purchasers should remember this fact. Buying the potential attention of a round sum of people without due consideration of the *individuals* composing

the group is one factor that creates a lot of advertising "headstones."



In Detroit, The Free Press takes some pride in delivering to the advertiser the men and women in The Fourth City who are actually making this community what it is today. Business leaders, industrial leaders, financial leaders, neighborhood leaders—those who set the pace from bond to biscuit purchase, and who make of agate line salesmanship something from which *profits* may be computed, in the long run or the short haul in advertising.

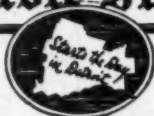
## The Detroit Free Press

VERREE &

National

New York

Chicago

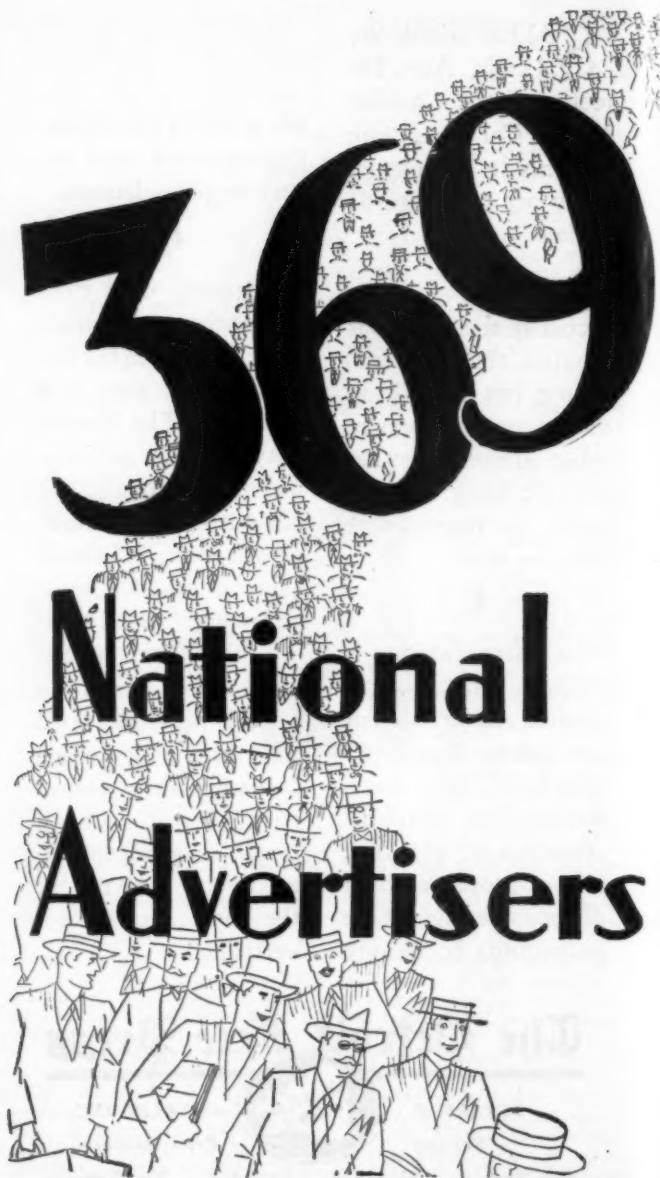


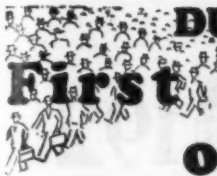
CONKLIN, INC.

Representatives

Detroit

San Francisco



 **DURING THE  
First Six Months  
of 1928**

**369**

**National Advertisers**

**used**

**THE SUNPAPERS**

**EXCLUSIVELY**

**in Baltimore**

"The Sunpapers go home" is more than a slogan—it is a fact. Of the increase in Sunpaper circulation (morning and evening) for June, 1928, over June, 1927, 53.4 per cent. represents additional papers delivered by Sunpaper carriers direct to homes in Baltimore. The per cent. of increase for May was 51.9.

**THE  
MORNING**

  
**EVENING**

**SUN  
SUNDAY**

**JOHN B. WOODWARD**  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

**C. GEORGE KROGNESS**  
First National Bank Bldg.  
San Francisco

**GUY S. OSBORN**  
360 N. Michigan Ave  
Chicago

**A. D. GRANT**  
Constitution Bldg.  
Atlanta, Ga.



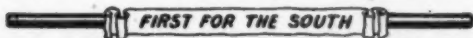
1928 has passed the halfway mark, and lineage records of New Orleans newspapers for that period again bear evidence of the continued swing to The Times-Picayune, for years dominant in every division of advertising.

Five points are outstanding in an analysis of the figures:

1. The Times-Picayune's total of paid advertising lineage, 9,152,459 lines, was 4,228,089 lines more than the 2nd New Orleans newspaper.
2. The Times-Picayune ALONE showed a gain in Local Display advertising over the first half of 1927—an increase of a quarter million lines, while two other local newspapers each lost almost that much and another lost 51,000 lines.
3. The Times-Picayune published MORE National advertising than the two afternoon newspapers COMBINED, with 200,000 lines to spare.
4. The Times-Picayune published MORE Classified advertising than ALL the other New Orleans newspapers COMBINED, with 200,000 lines to spare.
5. The Times-Picayune led in every standard classification of advertising except city printing, proprietary medicines, publications and special pages.

*The Times-Picayune's circulation average, June 1928, was 94,520 daily and 130,612 Sunday—GAINING STEADILY!*

## The Times-Picayune



Member 100,000 Group American Cities, Inc.  
Member Associated Press

Representatives:  
Cone, Rothenburg and Nee, Inc.

Pacific Coast Representatives:  
R. J. Bidwell Co.

days were given over to several hundred addresses and reports. If there was any one thought that was common to the majority of that number of speeches and reports it was the subject of "research."

A number of the speeches and reports made at this convention were given in full or in part or were commented on in **PRINTERS' INK** of July 12. Elsewhere in this issue there will be found excerpts from speeches and comments and reports on many others.

The new president of the association has long been active in advertising club work. He was a member of an advertising club in Topeka, Kans., fourteen years ago when he first started in advertising work as a solicitor. He organized and was president of the Racine,

Wis., Advertising Club and organized and was president for two terms of the Milwaukee Advertising Club. For the last four years he has been chairman of the Sixth District of the International Advertising Association. He has been active in other advertising organizations such as the Association of National Advertisers, of which he was a member when he was advertising manager of the J. I. Case Plow Works.

About five years ago he entered the agency business. Today he is vice-president and general manager of the Klau-Van Pietersom-Dunlap-Younggreen agency of Milwaukee. At the last annual meeting of the American Association of Advertising Agencies he was made a member of its governing board.

## Highlights of the Convention

### The Progress of Community Advertising

**C**HARLES F. HATFIELD, of the St. Louis Convention Bureau, president of the American Community Advertising Association, in his annual report to the association, referred to recent surveys which have been made regarding the development of community advertising. Statistics were quoted which estimated that the amount of money being spent by communities is close to \$6,000,000 and that about 400 cities in the United States and Canada are doing either national or sectional advertising.

Reference was made to the records that are being compiled on the progress of community advertising, Mr. Hatfield stating that "credit should also be given to **PRINTERS' INK**, which has been printing special articles in regard to community advertising in various parts of the country. Analysis of these articles," he remarked, "is very interesting, not only showing the broad scope and amount of community advertising, but from the standpoint of the different

methods employed, from the spending of money to giving the glad-hand of welcome, the importance of conventions and recognition of tourists and travel development."

A report on the use of outdoor advertising in community campaigns was presented by Don E. Mowry, of Madison, Wis.

Advice on summer-resort advertising was given by C. W. Stokes, assistant general publicity agent of the Canadian Pacific Railways, Montreal. "Discover some specialty possessed by your special district," said Mr. Stokes, "then advertise it hard. Then, after announcing what you have, give the tourist a real cordiality in place of a false grin and an artificial handshake."

Mr. Hatfield was re-elected president of the association and Mr. Mowry was re-elected secretary.

### How Cities Grow

**R**ECOGNIZABLE laws govern the growth of cities, according to Paul T. Cherington, who briefly stated these laws before a meeting of the Real Estate Adver-

tisers Association. He based his observations on a series of maps of the city of Paris covering a period of more than 1,900 years.

Starting from a central focal point such as a landing, a river-mouth or a cross-roads, if the place has a real basis for expansion it will grow according to recognizable laws, said Mr. Cherington, who is director of research of the J. Walter Thompson Company. There are various factors which will influence the operation of these laws and among those stated are: Due regard for physical obstacles, flight of time and the introduction of new sources of life.

Fred T. Grenell, of Detroit, was elected secretary-treasurer of the association. Other officers will be elected at a later meeting.

### Why Women in Advertising?

A FEATURE of the annual meeting of the Federation of Women's Advertising Clubs of the World, was an address by Mrs. Erma Perham Proetz, of the Gardner Advertising Company, St. Louis. Mrs. Proetz, who has three times been a winner of the Harvard Advertising Award, took for her theme the inherent ability of women to undertake advertising work, based on the premise that most advertising today is built to appeal to women.

Women's advertising clubs were urged to present their advantages of membership, squarely and in a dignified manner, by Helen Rockey, past president of the League of Advertising Women of New York. Coaxing was advised against and the speaker gave it as her opinion that many members are lost through undue humility on the part of club members in approaching prospects.

Miss Hazel Ludwig, of the D'Arcy Advertising Company, St. Louis, was re-elected president. Miss Florence M. Dart, president of the Philadelphia Club of Advertising Women and a member of the staff of the McLain-Simpers Organization, was made vice-president.

### Magazine Group Meets

A MEETING sponsored by magazine executives had two objectives. First, it discussed the problems of magazines from an editorial and business standpoint of particular interest to those engaged in the magazine field. Second, it took up problems of magazine advertising in relation to its use by advertisers who were encouraged to ask questions at a round-table discussion led by Robert L. Johnson, advertising manager of *Time*.

Earle L. Townsend, of *The Spur*, who presided, outlined these two purposes of the meeting. The most successful type of national campaign, in the opinion of William H. Rankin, of the Wm. H. Rankin Company, is that which provides for the use of both newspapers and magazines rather than a campaign limited to only one of these two mediums. He emphasized the importance both to the publisher and to the advertiser of the growing popularity of color advertising and declared that the benefits which have come to advertisers through greater use of color is due to the educational work of magazine salesmen in getting advertisers to take extended contracts for color advertising.

An illustrated talk on the habits and manners of those who make up the national consuming market was delivered by Dr. Joseph W. Hayes, of The Crowell Publishing Company. The speeches of Harford Powel, Jr., editor of *Youth's Companion*, and Merle Thorpe, editor, *Nation's Business*, were reported in last week's issue.

### Outdoor Advertising and the Agency

AN address made by H. T. Ewald, president of the Campbell-Ewald Company, before a meeting of the Outdoor Advertising Association, was virtually a report of present-day relationships between advertising agencies and outdoor advertising companies. To-

# CATALOGS

"They make so many  
helpful suggestions"

This remark was made by a man whose catalogs we had printed for many years. Good workmanship, of course, but that isn't unusual. What is really rare is a constructive idea.

Better make up your mind to have your catalog printed where a lot of this kind of work is done. Make a note of it now.

**CHARLES FRANCIS PRESS**  
461 EIGHTH AVE. • NEW YORK  
*Printing Crafts Building*

"See Francis about  
the next catalog"

ward the close of this address Mr. Ewald summarized his opinion on that subject when he said:

"Advertising agencies have always realized in a general way the value of outdoor advertising as a medium. One of the reasons why the agencies have not taken hold of it sooner and pushed it harder has been due largely to the outdoor operators themselves. Until recent years there was a condition of bitter competition within the outdoor industry. It amounted almost to business warfare, and I have often heard the outdoor people themselves say that if it were not for the inherent value of the medium it would not have survived the obstacles and difficulties that surrounded its earlier days. The outdoor operators for a long time kept outdoor advertising from being available to the agencies. However, about ten years ago, two movements started which resulted in a complete change of this earlier condition.

"One movement was the formation of the National Outdoor Advertising Bureau. This organization was, and has continued to be, the expression of the advertising agencies acting collectively instead of individually. The National Outdoor Advertising Bureau has acted as a clearing house for the agencies. Through it their business has been placed with the plant operators, and in it has been focused their outdoor advertising activities. From a rather humble beginning the Bureau business, which is the agency business, has developed to a remarkable volume, and bids fair to continue increasing at an even greater rate than during the past ten years. The agencies have adhered to the principle of concerted activity through thick and thin, and most fortunately so, for this has been very important in putting them into the favorable position in which they are now.

"The other movement was the result of a recognition on the part of the outdoor advertising operators of the fact that the agencies were the source of a large volume of outdoor advertising business.

This recognition was followed by the gradual development of machinery, and the bringing about of conditions resulting in complete availability of the medium to advertising agencies for their clients. There are about 16,000 plants in the United States and Canada. These are completely available to the advertising agencies on a basis that gives the advertiser positive assurance that he is receiving the advantage of the best price, service and allotment of space possible to receive."

### Farmer's Discontent a Good Sign

AN analysis of the farm problem was made by William Johnson, editor of *Farm Life*, Spencer, Ind., at a session sponsored by the Agricultural Publishers Association. He described the problem as an economic cloud that shadows some rural homes with hardships. "This same problem," he declared, "also exists in the cities. Just as farming produces no millionaires, so it has no bread line, no flop houses, no pitiable wretches living on charitable nickels and dimes. Neither in the country nor city is the problem of pinched homes a new one."

The "why" and the "what" about the farmer, both as an individual and as a buyer of merchandise, were thoroughly discussed at two departmental sessions. Clifford V. Gregory, editor of the *Prairie Farmer*, Chicago, speaking on the subject "Why Does a Farmer Farm?" said that, contrary to uninformed opinion regarding the movement from the farm to the city, there are still plenty of farmers left who are doing their job.

In order that he may be kept informed of the latest developments, in every field of particular interest to him and his family, the farmer looks to his farm papers for assistance. Kirk Fox, managing editor of *Successful Farming*, explained. Evidence that affirmatively answered the question, "Can Farmers Buy?" was submitted by





“And next week we’ll get it—”

PAYROLL money is often mentally spent before it is earned. It is the fastest-moving buying power in America. In busy Jacksonville a year-round payroll is released weekly by some 500 manufacturing plants—the Ford plant alone having a yearly payroll of \$2,500,000.

So you can see the opportunity so to present your product that wage earners will make up their minds *this week* that “*Next week* we’ll get it.”

And the way to present your product is through the Times-Union—because the Times-Union reaches the wage earners. Simple logic! But if you need more convincing evidence, get in touch with us, and we will show you how you can reach the purse-holders in 27,000 homes in Jacksonville alone—half of them served exclusively by the Times-Union.

Complete local coverage for national advertisers—and state-wide reader influence besides—through constant advertising in—

**The Florida Times-Union**  
JACKSONVILLE, FLA.



**T**HE sales manager said that photographs of the product were the salesman's best selling help. The president said, "Let's send a photo to 1,500,000 prospects around New York!" The treasurer said, "What will it cost?" The advertising manager told them; print 5c, envelope 1c,

postage 2c, list and mailing 1c—  
Total \$135,000! The treasurer  
fainted. But the manager found  
out that a New York Sunday  
News Rotogravure page would  
do the same job any Sunday for  
\$2800!—Consider the economy  
of Sunday News Rotogravure in  
presenting a fine pictorial im-  
pression of anything a photo-  
graph will help to sell!

# THE NEWS

*New York's Picture Newspaper*

Tribune Tower, Chicago

25 Park Place, New York

F. N. Nichols, editor of the *Cap-per Farm Papers*, Topeka.

Practices and future plans for a continued program of research in the farm market was the sole subject of discussion at one meeting.

### Public Utilities Discuss Budgeting

**P**RACTICES which, from experience, have been found to be most effective in determining the budgeting and accounting of advertising expenditures, were related by advertising executives at a meeting of the Public Utilities Advertising Association. The general subject was introduced by L. D. Gibbs, of the Edison Electric Illuminating Company, Boston, who informed the delegates that his company had broken away from the practice of charging every unclassified expense and donation to advertising.

Mr. Gibbs explained that his company allows approximately 1 per cent of the gross sales of the preceding year for its advertising appropriation, not including overhead or salaries. This is allotted as follows:

	Per cent
Sales efforts .....	65
Relations with light industries...	14
Appliances .....	17
Public relations .....	2½

T. P. Pfeiffer, Byllesby Engineering & Management Corporation, Chicago, stated that his company appropriates six-tenths of 1 per cent of its gross.

J. C. Barnes, of the New Orleans Public Service Company, was elected president. He succeeds Donald M. Mackie, of Hodenpyl, Hardy & Company, Jackson, Mich. Louis D. Gibbs and Irving M. Tuteur, McJunkin Advertising Company, Chicago, were elected vice-presidents.

T. P. Pfeiffer was re-elected secretary and Charles W. Person treasurer. James M. Bennett, Philadelphia Electric Company, and William H. Hodge, of the Byllesby company, were elected to the board of directors. Frank E.

Blanchard, Henry L. Doherty & Company, New York, was re-elected as the association's representative on the Advertising Commission.

### Industrial Market Research

**A**JOINT meeting of the Associated Business Papers and the National Industrial Advertisers Association was practically given over to a discussion of industrial market research.

This subject was discussed from the standpoint of the value of material to be obtained from different sources—namely the industrial journal, the advertising agency and the Federal Government.

Paul I. Aldrich, publisher of *The National Provisioner*, discussed the value of the research work of the publisher; S. M. Fecheimer, of Fecheimer, Frank & Spedden, Detroit, advertising agency, presented the agency angle on the subject, and Fred. R. Davis, of the General Electric Company, told the story of the value of the Government's work to industrials.

Although Mr. Davis gave the greater part of his time to an explanation of the value of the work that the Government has done for industrial advertisers—nevertheless his address covered a broader field. It also gave an evaluation of the work of both publisher and advertising agency in industrial market research. An indication of his evaluation of these different sources of market information is afforded in the following extracts from his address.

Concerning publishers, Mr. Davis said:

"The business-paper publisher must keep in touch with market trends, with commodity variations, with manufacturing problems, as well as the problems of distribution of commodities to those markets by the manufacturers producing them. Such familiarity as he may obtain by this contact is freely given to advertisers to

(Continued on page 153)

**American business  
wasting 7 billion dollars a  
year! says director of the  
U. S. Bureau of Foreign  
and Domestic Commerce.**

△ △ △

*...and on the next page he shows  
what causes this enormous loss.*

**(turn to next page)**

## *"They are losing money on every sale"*

"The science of business," says Dr. Julius Klein, "has failed to keep pace with our improved manufacturing methods and millions are thrown away each year in inefficient selling efforts in chasing the 'mirage of a national market'."

Dr. Klein estimates that the total amount wasted by American business every year is at least Seven Billion Dollars, and asserts that one of the chief reasons for this huge annual loss is inefficient distribution and marketing.

"No one," he continues, "seems to know how many distributors are selling goods in territories where they are losing money on every sale."

A real job of market analysis, recently completed, is now available. Let us tell you about it.

## Now . . . a market analysis of 3,066 rural counties!

Rural America, with its 50,000,000 inhabitants, contains many of the most profitable markets there are.

And yet some of them have much greater purchasing power than others.

Detailed information on this subject will be found in a new atlas of agricultural America which gives the market rating of 3,066 rural counties.

This Marketing Guide is entitled, "The Other Half Of America's Market," and is published by the Standard Farm Paper Unit.



[The Marketing Guide was compiled by disinterested, unbiased authorities. Copies are being distributed by appointment to advertisers and advertising agents.]

(turn to next page)

## *A circulation of 2,225,000 in the most prosperous rural sections*

For unified, economical coverage of Rural America, the Standard Farm Paper Unit has no equal.

Here are 15 of the nation's leading agricultural papers whose combined circulation is 2,225,000—ninety percent of which is concentrated in the 30 states containing the bulk of Rural America's purchasing power.

And remember that when you use the Standard Farm Paper Unit you can deliver, on the same date of insertion, a different sales message in each different sales territory—a message with a local appeal.

The complete story of the Standard Farm Paper Unit will be sent to you promptly on request. Write for it today.

### *The* STANDARD FARM PAPER UNIT

*One order—one plate—one bill*

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager  
307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager  
250 Park Avenue

San Francisco, Kohl Building

*Your sales problem is national—but your dealer's is always local  
The Standard Farm Papers meet both!*

Missouri Ruralist

The American Agriculturist

The Wisconsin Agriculturist

The Breeder's Gazette

Pennsylvania Farmer

The Prairie Farmer

Ohio Farmer

Wallace's Farmer

The Progressive Farmer

Michigan Farmer

The Nebraska Farmer

Kansas Farmer

The Farmer, St. Paul

Hoard's Dairyman



# Shifting Appetites Mean Shifting Markets

Present and Future Trends in Food Consumption of Interest to the Advertiser

SOME interesting confirmatory evidence upon the changes in the markets for nearly all staple and special food products, and some suggestions as to what the future may bring in this direction, were offered recently by Jean F. Carroll, manager of the Bureau of Market Analysis of the Meredith Publishing Company, in a talk before the American Home Economics Association.

Many of the changes uncovered by the survey, which Mr. Carroll described, were in a considerable degree directly traceable to advertising; others, more fundamental in character, are part of the response of the population to changing living conditions.

First and foremost, Mr. Carroll said that indications are that the total average bulk consumption of food per person in the United States is declining. This he attributes to the fact that there is much less heavy manual labor required, in proportion to the population, under modern conditions, and consequently less consumption of energy by human machines, needing to be made up by large food consumption. Furthermore, fewer people are called upon to endure cold weather, working or traveling outdoors in winter, and so needing food to keep the body warm.

There is consequently a keener competition among the many more varieties of food, for a share in this decreased total; and those which are falling behind in this competition must look to themselves.

Less meat of all kinds is being eaten, Mr. Carroll said, except bacon; and the meat that is being eaten is cooked in different ways, broiled meats gaining, and frying showing every evidence of the greatest decline.

Less bread, as a whole, is also eaten, and the increase in consump-

tion of baker's bread is due to the virtual disappearance of the custom of home baking, not to any actual increase in total bread consumption. Bread and rolls are being bought on a "hand-to-mouth" basis; whole-wheat bread is gaining over white bread; hot breads are less often eaten, and pie has lost considerable ground in the last five years.

## FILLING THE PLACE OF BREAD AND MEAT

Conversely, both canned and fresh fruits have come forward to fill the place of bread and meat in the American stomach, and oranges and bananas, both actively and aggressively advertised, (especially the former) lead the procession.

The seasons for fresh fruit and fresh vegetables have been stretched until they extend practically the year around; but in spite of this, more canned goods also are being eaten. This is explained by many observers, Mr. Carroll says, on the theory that better transportation and better refrigeration making more varieties of fresh fruit and vegetables, in better quality, available, have increased the appetite for fruits and vegetables, fresh and canned alike, so that both have benefited.

According to this theory, the people eat the fresh vegetables in the top of the season, and fresh fruits likewise, and a small and wealthy section of the total market eats them all the year around; but the great majority of people turn to the canned goods when the fresh are out of season.

The publicity given such ideas as those of vitamins and calories is given credit for having had a great deal of effect, both directly and through their use in advertising; such foods as raw carrots and cabbage have profited by this, and canned soups also.

People are drinking about as

much tea and coffee as ever, but are buying higher priced brands; and are also buying both in the small packages rather than in the large packages or in bulk. Black tea is apparently on the way to eliminate the once-popular green tea almost entirely. The advertising put behind orange juice is proving immensely successful, from consumption figures; and sauerkraut juice is doing bravely.

One of the examples of successful advertising in a food product cited by Mr. Carroll is that of prepared pancake flour. He credits it with having induced many families to eat more pancakes, at a time when in the population as a whole the tendency has been to drop the pancake from the menu.

All along the line Mr. Carroll found the tendency toward buying food products in the small packages and in much greater variety. There are apt to be numerous small packages on the pantry shelf nowadays, where formerly there were only a few big boxes, sacks or barrels filled with staples, and a few seasonings. The old twenty-five-pound sack of sugar has been broken up into a five-pound package of granulated, a pound package of confectioner's sugar, a pound package of powdered sugar and a carton of sugar lumps.

Coming to the future, Mr. Carroll paid his respects to the mania for "reducing," and the idea that a boyishly slender figure, no matter how attained, is essential to feminine beauty. He suggested that the association should oppose this openly.

"The trend," he said, "will probably continue away from the heavier, coarser foods in favor of lighter foods and those which will give us a scientifically balanced diet. Foods which may be prepared rapidly will gain in favor. This applies not only to breakfast foods but to other types."

As to the concentration of food values, Mr. Carroll suggested that the development of human dietetics might follow a line analogous to that in the feeding of domestic animals, where the old-time custom of feeding cattle, for example,

a ration of corn, a certain amount of oats and a certain amount of alfalfa, had given place to the feeding of prepared compounds containing not only the proper proportions of all these but other elements which science had shown to be needed.

### Apparently a Seller's Market

ROYAL BAKING POWDER COMPANY  
NEW YORK, JULY 5, 1928.

Editor of PRINTERS' INK:

A few weeks ago you sent us a list of the persons from whom we might be able to obtain back files of PRINTERS' INK and PRINTERS' INK MONTHLY. One of those, V. C. Page, was listed as having a set of bound volumes which he was willing to sell. We have communicated with him and find that he has already disposed of them.

Could you put us in touch with any others who may have bound volumes from about 1920 to the present time?

C. GEORGE KROGNESS, JR.

### Campbell-Ewald Opens Lansing, Mich., Office

The Campbell-Ewald Company has opened a branch office at Lansing, Mich. M. A. Hollinshead, who has been with this agency for more than six years, will be in charge. Before joining Campbell-Ewald, he was advertising manager of The Studebaker Corporation of America, South Bend, Ind.

### E. W. Thomson Joins Boston Agency

E. Wright Thomson, formerly with the advertising department of the Denison Manufacturing Company, Framingham, Mass., has joined the copy department of The Porter Corporation, Boston advertising agency. He was previously with F. A. Foster & Company, Boston.

### Joins Guild of Master Direct Mail Craftsmen

Morris A. Osborn has been made a member of the creative merchandising board of the Guild of Master Direct Mail Craftsmen, Inc., New York. He formerly was with the American Lithographic Company, New York, and the Conner Agency, Pittsburgh.

### Death of Irwin Jordan Rose

Irwin Jordan Rose, president and founder of the Irwin Jordan Rose Company, Inc., New York advertising agency, died recently at that city at the age of fifty-four. He had been active in advertising for many years, having started the present agency in 1901.

## HIGHLIGHTS

Of the Birmingham Market:

**REPUBLIC IRON & STEEL COMPANY**  
—has its own furnaces, by-products plant, limestone works, and the yards of its own railroad which carries coal from its own mines not ten miles distant—located in the Birmingham District at Thomas. Since all raw materials for the production of steel and iron are located within such a short radius, production costs are cut to a minimum.



# The Birmingham News

AND AGE-HERALD

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

National Representatives

**KELLY-SMITH COMPANY**

New York—Chicago—Boston—Philadelphia—Atlanta

# Color Comes into the Coal Bin

Seventy-Five-Year-Old Coal Company Tries Out a Novel Trade-Mark Idea

By Ralph Crothers

THE rising tide of color in the daily life of the average consumer has been one of the outstanding trends of recent merchandising. Makers of all sorts of products have been studying the sales stimulating possibilities of bringing out old products in new garb. The kitchen, the pantry and the bathroom have blossomed forth like summer gardens and the voice of the color specialist is heard aloud in the land of sales. It was inevitable that color should eventually come to the coal bin as a method of trade-marking coal.

As a matter of fact, the Payne Coal Company some time ago adopted the plan of mixing orange discs of another material with carloads of its coal so that the consumer could identify it and call for it again if he liked its burning qualities. But it remained for a seventy-five-year-old coal company to take the even more startling step of changing the color of each piece of coal. After three years of careful experimenting the Delaware, Lackawanna and Western Coal Company, which has marketed standard Scranton anthracite, has evolved Blue Coal and is trying it out in a restricted market.

H. A. Smith, vice-president of the company, describes the process and its reason as follows:

"With a view to developing a method whereby our product may be immediately identified at any time after it leaves the collieries and until it is consumed, a spraying method was evolved after much experimentation whereby each piece of coal can be colored with a pure pigment, which has no injurious acids, creates no obnoxious gases, does not increase the incombustible element in the fuel, but leaves an identification on each piece.

"A blue color was adopted as one that not only rendered complete identification and added to the attractiveness of the fuel, but also

could be manufactured of constituents that had no injurious effects on human beings, animals or property.

"The main objects to be attained by Blue Coal are:

"1. The identification of the product under all conditions for the protection of the buyer and the seller, so that:

"The buyer may know that he is receiving what he ordered;

"The seller, always standing back of his product, may identify it to his own and the buyer's satisfaction, and cannot be called upon to bear the stigma of an inferior product marketed as D. L. & W. Scranton.

"2. The proof to the purchaser that the D. L. & W. Coal Company has faith in its product, and is willing to stamp indelibly each piece that it offers for sale. The coloring matter stands out even more prominently on any piece of slate or the impurities that are in the coal than upon the coal itself, compelling a most careful preparation at the collieries of a coal which forever carries the trade-mark 'D. L. & W. Scranton.'"

The blue coal has been marketed in an experimental way in Rochester, N. Y., and it is expected its sale will soon be extended.

In speaking of the results so far secured, Mr. Smith says:

"We are confident from the reception the idea had at Rochester that the consumer is interested in securing an anthracite coal of standard and uniform quality identified in this manner."

Thus color, for a long time the sole possession of the makers of wearing apparel, which spread so rapidly during the last several years to various portions of the home, has finally come to the coal bin to serve as an identifying mark for a product which, for seventy-five years, largely struggled along without one.

# *censorship-*

**T**HE CENSORSHIP exercised by The New York Times over advertising is accepted as the most careful endeavor made by any newspaper to exclude whatever is fraudulent, misleading or cheap and catchpenny. Advertisers in The Times profit by the confidence which this censorship has established and strengthened among its great body of intelligent readers.



## **The New York Times**

*Advertising volume in six months 1928, totalled 15,380,192 agate lines, a gain of 426,098 over 1927, and an excess of 5,564,346 over any other New York newspaper. Net paid sale for six months ended March 31, 1928, 405,707 copies weekdays; 700,925 Sundays.*

*Send for a copy of the pamphlet "How one Newspaper Censors Advertising."*

**The Press  
is the  
First  
Advertising  
Buy in  
Cleveland**

**No. 10  
Grocery Advertising**

The six-day Press, in 1927, ran more grocery advertising than the daily and Sunday Plain Dealer combined, more than the daily and Sunday News combined, nearly as much as the daily Plain Dealer and the Daily News combined.



ONLY within the area shown on the above map (The TRUE Cleveland Market—35 miles in radius—1,525,000 in population) can you get electric light power service from Cleveland.

ONLY within that area is there daily distribution of perishable foods from Cleveland.

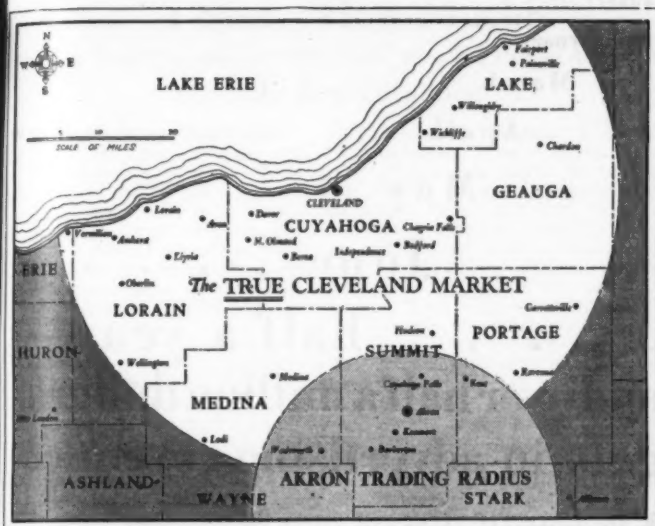
HERE, ALONE, are freight rates uniform, daily commuting to and from Cleveland, and free delivery service of Cleveland stores.

# The Cleveland

Detroit • Atlanta  
San Francisco

NATIONAL ADVERTISING  
230 Park Avenue, New York City

F I R S T A D V E R T I S I N G



Go beyond this area, and you enter the markets of the other thriving cities of northern Ohio; which have their own electric power plants, own food distributors, own freight rate scales, own commuters, own large merchants offering free delivery.

The TRUE Cleveland Market has stood the test of searching analysis. It has been found the TRUE area of Cleveland's influence by every authority who has made unbiased investigation. Recognized marketing agencies, innumerable surveys, more than 335 retailers, distributors, wholesalers and jobbers of Cleveland and northern Ohio have contributed their thought, their study, their experience—not "opinion"—to its definition.

# Press



*First in  
Cleveland*

READING DEPARTMENT  
400 N. Michigan Blvd., Chicago

SCRIPPS-HOWARD

Seattle • Portland  
Los Angeles

B U Y I N C L E V E L A N D

January

February

March

April

May

June . . . . .

. . . . . half a year—  
and over half a million dollars  
*gain* in advertising revenue!

**P**ROGNOSTICATORS of presidential-year poverty to the contrary notwithstanding, **LIBERTY** has climbed to new peaks of advertising success in this year of grace and political gladiators!

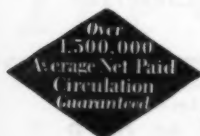
*Some figures that  
prove it!*

During the first 6 months of 1928, the period ending June 30, **LIBERTY** increased its gross advertising revenue \$558,745.50—or nearly 15%

over the corresponding period for last year.

*Hits the Big Markets*

Concentrated circulation in the major markets—with a minimum seepage into the sticks; the virtue of *plus* visibility; editorial content styled to the sophisticated trading areas—these are a few of the factors that are influencing more and more advertisers everywhere to tell their story in **LIBERTY**!



**Liberty**  
*A Weekly for Everybody*

... and no increase in rates during 1929



# I Said, "How Much?"

The Man Who Buys on a Price Basis Alone and How to Answer Him

By Roy Dickinson

**YOU** know—rough stuff. As soon, almost, as the salesman comes in, the buyer asks "How much?" and before that harbinger of news concerning quality, service, economy in operation and all his other twenty-two reasons for buying can furnish his first sentence about quality, the question is repeated, this time even more roughly.

"I said, 'How much?'"

It is a question guaranteed to stop in full flight the best sales talk with which an eight-weeks' training course at the home office has equipped the alert young salesman. It cuts in like a saw and takes the heart out of a presentation based upon careful study of the buyer's needs and his potential selling power, based upon population and income tax statistics, just as it upsets the talking stride of the salesman. While it may be true that many of the failures in selling come from a lack of adequate preparation on the salesman's part, it is equally true that much of the trouble and dissatisfaction in business, and the strange failure of some companies to keep pace with the times and measure up to their opportunities, is caused by adherence to buying on a basis of price only.

Many a salesman has been instructed to refuse to discuss price until after he has taken time to outline briefly his product's service, standing and ability to make a profit for the buyer. But such instructions are difficult to follow when an immediate answer to the price question is demanded in aggressive tones.

Let us assume that such a buyer is the purchasing agent for a company making a quality product which has its own salesmen out selling to other men. The inconsistency of his position seldom occurs to him when he refuses to discuss anything but price and, when the price is given, waves

before the salesman a bunch of quotations from other manufacturers and tells him he has that price beaten a mile. One manufacturer who thinks that such buyers are doing appreciable harm to business is Rudolph Zinsser, vice-president of the Wm. Zinsser Company, maker of shellac, who says:

"That kind of buyer considers himself shrewd when he buys on price only. What he gets for the price is apparently of minor interest to him. Let us say that the same buyer decides to get a bit of jewelry or a fur coat for his wife. He sees a ring in a fly-by-night store at a cheap price—he finds a coat priced at \$50 in a little hole-in-the-wall place. Does he rush in and grab these bargains? Nine chances out of ten he does not. If he decides on a fur coat, he realizes that the hole-in-the-wall dealer is probably a gyp. The fur coat may be made of the skin of the humble rabbit. Or perhaps the skins in it haven't been properly selected or sheared, or the manufacturer has used skins containing perishable underparts. Any one of a dozen camouflaging devices may have been used.

"But he is sure that the \$150 coat really is worth \$100 more than the cheap affair. Otherwise, he reasons, the reliable furrier wouldn't be able to sell any of his high-priced coats. He'd soon go out of business.

"And if you urged him to trade with the 'gyp' fur seller because he could get his furs \$100 cheaper there, he'd laugh at you.

## WHY DOES HE SHOP?

"Why, then, does he shop for whatever he purchases for the company and buy it solely on the basis of price? Simply because he doesn't realize that the same principles that govern fur-buying apply also to all other purchasing.

"There are two distinct classes of every type of product—the

worthless and the worth while. There are good and bad furs, good and bad candies, good and bad electric irons, good and bad shellacs. And you can't get the best if you are willing to pay only the lowest price."

There are two types of price buyers among men who buy for resale. First there is the out-and-out price purchaser. He isn't interested at all in quality merchandise. What he is looking for is a product which looks good and will stand up long enough for him to sell it and get his money. What the product does when it gets into the home of the final buyer doesn't concern him. He is a smart trader. He mistakes the meaning of the word "turnover" and distributes cheap and shoddy products until the time when it is necessary for him to move to a new location. Such a retailer is the curse of sound business, for he offers an outlet for those manufacturers who are willing to skimp on quality and make all sorts of products with attention centered on the price tag alone.

#### BUYING WITH ONE EYE ON COMPETITORS

The second type of retail price buyer represents a much larger class. He would prefer to purchase quality merchandise, but feels that he can't afford to because of competition. He buys with one eye on the competitor across the street, who may cater to an entirely different trade. He puts off a salesman until the next trip because he wants to see what the Bon Ton store down the block is going to push. The parrot buyer always works under a handicap because he won't buy and trade on his own responsibility. If another man nearby stocks cheap goods, he follows suit. He is the man who thinks he must fight fire with fire, instead of selling merchandise which he can stand back of because it is of good quality and will, by giving service, bring him repeat business.

How can the tough buyers be answered—the men who insist at once on an answer to the price question and consider that side of

a purchase to the exclusion of all others? It is all very well to tell a salesman not to discuss price before he has entered into a full exposition of what the merchandise can do for the prospect—its resale profit, the service his concern is ready to render and all the rest—but the buyer with the insistent price question on the end of his tongue won't permit any preamble.

One company in the paint field has worked out an ingenious and quick answer for its men. When the buyer insists, the salesman pulls out a card and replies as if he were a bond salesman, quoting low prices on bonds of several countries where the government is none too stable. He might say, for example, "Here we have the Republic of Uganda 7½s at 72." Other bonds, some of which haven't paid interest in years, are quoted at bargain prices. Then the salesman says, "But the 4th Liberty Loan Bonds will cost you a lot more. Today the price is 101.21 and they are only 4¼s. The Treasury Notes which pay only 3¾ per cent will cost you more than 105." This opening enables the salesman to point out the difference between value and price and to argue that a purchase of merchandise for resale is as much an investment as the purchase of bonds. Therefore, the conclusion is that price is not nearly so important as what stands behind the bond or the merchandise in the way of security. Price, the buyers are told to say, is entirely relative in almost everything in life. Since it increases in direct proportion to investment advantages in any worth-while product, and since any sale is in reality a true investment on the retailer's part, a higher price alone cannot be made a logical objection.

If the retailer buys, not because he wants to make a quick speculative turn but because he wants a real investment with hopes of a permanent profit in the satisfaction and good-will of his customers, then he is not justified in letting price blind his eyes to what is behind that price. If the retailer, who insists on price only, won't

More Than  
200,000  
Daily

# Los Angeles Examiner

More Than  
440,000  
Sunday

"Greatest Salesman in the West"

5c. DAILY

JULY 19, 1928

10c. SUNDAY

## ONE PAPER OUTPULLS TWO IN 5 TO 1 RATIO, SAYS R. L. SMITH

### EXAMINER IS BEST QUALITY MEDIUM

**FIVE** to one! Copy for copy, that's how The Los Angeles Examiner recently outpulled two other Los Angeles newspapers—the larger of the two other morning papers in the territory, and the largest evening—in connection with the advertising of one of the most exclusive subdivisions in the hills of Hollywood—the Outpost Estates with sites for homes ranging to \$50,000!

Information to this effect is contained in a letter from Robert L. Smith, director of advertising for C. E. Toberman Company, developers, and members of the firm of Smith, Lindsey, Inc., advertisers.

"... I want to express appreciation for the splendid results which The Los Angeles Examiner has shown in connection with the Outpost Estates couponed advertisement," wrote Smith. "Up to the present time, coupons are still coming in as a result of advertising PLACED WEEKS AGO IN YOUR PAPER. This advertisement—5 columns, 10 inches in size—was placed in the —, Examiner and —, on an equal schedule. We keyed each advertisement, and it is a pleasure to tell you that the requests from Examiner advertising have excelled the other papers more than five

### DON'T SELL SO. CAL. SHORT! TERRITORY SUPER-PROSPEROUS!

### SOUTHERN California's a bull market!

All records for prosperity for the fiscal year and for the first six months of a calendar year in the nation's Fifth Greatest Market, were broken when Federal department heads submitted reports.

Imports aggregated close to \$43,000,000; exports reached the staggering total of over \$113,000,000. In the boom year of 1923, imports amounted to \$28,000,000 and a little over; exports to \$32,000,000.

The postal receipts for June were \$805,796.50, an increase of 5.14% over June of last year. For the fiscal year, postoffice receipts went over \$10,000,000 for the first time in Los Angeles history.

to one. Coupons have come in from all over Southern California . . . and show that your Sunday paper blankets this territory as does no other."

\*(Deleted in deference.)

### Los Angeles at Night—From Outpost Estates



listen to this sort of logic, the salesmen for this particular company are told to walk out of the store, waste no more time in useless calls and look elsewhere for business, because time is wasted when spent on a man who won't admit the validity of any argument other than price.

Of course, every salesman has his own method of meeting the price argument. "Are your regular, best customers just bargain hunters?" This is one question which has been used by many a salesman to place the prospect on a defensive position in the price matter. Many a salesman, before he talks to a retailer, makes a list of other standard advertised, high-class, quality products on sale in other departments of the store and asks why he carries them instead of cut-price substitutes.

But it does not seem logical to put so much of the burden of meeting this sales objection on the back of the sales representative. One logical place for the educational work which is necessary to overcome it are the advertising pages of business publications which go to prospects and customers. These offer excellent opportunity to convince retailers that goods which are not satisfactory to the consumer are loss items, even though the resale seems to show a large paper profit to the retailer.

The Western Clock Company is one of a number of manufacturers who use their house magazines for the purpose of reminding the retailer that there is far more to permanent profit than mere price. Here is a good example of its house magazine presentation on the subject which saves time for the salesman:

When you step into a store and lay down money for an article of merchandise, what you're really buying is satisfaction.

For instance, you decide to purchase another tire for your car. You not only buy a given amount of rubber and cord, but the expectation of a certain number of miles of service as well.

Whether you get the service or not depends entirely upon whether the tire you buy comes up to your expectations. If it happens to go bad the first thousand miles, you still have practically the same amount of material to show

for the money you spent, but something of far greater importance is missing—satisfaction.

It's the same with a suit of clothes—there's something more vital than just a certain number of yards of material that has been assembled in some factory.

The thing that really interests you mostly is the effect of having that suit of clothes; how you look to yourself in the mirror and to your friends on the street—how long it might keep you looking that way. You're buying satisfaction—like the tire purchase, it becomes just a matter of mileage again.

That same thing applies all the way down the line in merchandise. Goods that are not satisfactory, even at a large profit, are dangerous to reputations, both that of the retailer and manufacturer as well.

Dealers who are content to simply ring up that one profit and let it go at that, sooner or later get into a heap of trouble—they lack that business foresight.

Foresight is the steering wheel that guides us in our words and actions—the speed throttle and brake lever which enables us to move ahead with dispatch and due safety in business as well as any place—it is the mental calculation of cause and effect with respect to the seconds, minutes, hours, days and years through which we are steadily passing.

Contemplating cause and effect sharpens that foresight, and the constant exercise of foresight eliminates many of the "ifs" that are so easily detected with the hindsight.

Business foresight is merely the future tense of good judgment and is one of the big essentials in modern merchandising today—it's perhaps more important now than it has ever been before.

The merchant who doesn't use every sale today as a means of building for the future makes a grave mistake. If he checks up closely he'll find he's simply marking time.

The American Woolen Company's recent advertising to the trade with the heading "We don't question your prices because we have confidence in your methods," is a good example of business-paper advertising to help overcome the "price only" argument.

The buyer who considers price the most important sales argument will probably be with us always, but the number of his tribe will decrease as manufacturers work out better methods of bringing to his attention the fallacy of his methods.

The burden is too heavy for the salesman to handle alone, though he can be furnished with many new ideas in sales approach and follow-up. Retailers and purchasing agents can, by a consistent edu-

*Monarch of the Dailies**In San Francisco...*

## **\$2,120,194,056 in Cargoes sailed through the Golden Gate during 1926**

A two billion dollar port—first on the Pacific Coast and second in the United States in domestic and foreign trade—San Francisco shows a continued and growing prosperity well worth the attention of advertisers.

The annual report of the Chief of Army Engineers for 1927, covering the year of 1926, also showed that San Francisco led any three other ports on the Pacific Coast combined in cargo values.

Look for business where business is good—in San Francisco. A single advertising medium, The Examiner, thoroughly covers this field.

## **San Francisco Examiner**

Daily, 186,890 - - - Sunday, 368,928

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# Try the Sword of Alexander

**E**VERY manufacturer's hardest problem is metropolitan outlet. Important retail interests are all tied to house brands and specialties.

No half-hearted advertising campaign can induce them to substitute other products.

Big-market conquerors must use the sword of Alexander to slash through dealer "nots."

And the best available weapon is the American Weekly, with five and a half million families, fifteen primary distribution centers and seven hundred ready-money cities, forged into the *mightiest* selling force on earth.

You can't whittle admission into a territory where the Goliaths of trade and industry are contending for a consumption capacity which devours *billions* in merchandise and gobbles it in *train-load* gulps.

The American Weekly blankets this omnivorous field.

Its readers jingle the bulk of our ready cash in their pockets.

They draw pay and income steadily and spend it daily.

They support the most drug-stores, the most department stores, the most chain stores, the most automobile agencies, the most beauty and stocking shops, the most *rated* grocers.

Their appetites, whims and vanities aren't regulated by drought, flood or mill shut-down.

There's always a job for every dollar and man in American Weekly-dom, whose 25,000,000 folk outnumber the inhabitants of trans-Mississippi and probably any single concern's customers.

The American Weekly is sold on a selective, not helter-

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skelter plan—sold at full price by *newsdealers*, not subscription wheedlers, premium dangles or bargain peddlers. Sold on *merit*, not contract—the last copy must sell the next.

The American Weekly is delivered in solar plexus smashes, not in pitter-patter taps.

It *dominates* and *saturates* profitable, *densely* populated, *accessible* areas.

Not thinly atomized "postal guide" coverage, but the rich prime cuts of the continent, with none of its indigestible mountain and desert and hill-billy areas weighed into the rate.

No sun-bonnet and blue-jean districts. No mortgage-bound farmers, limited to the stock range of their debtors.

American Weekly readers follow advertising and their own tastes.

They don't raise wheat and meat, don't can winter supplies, don't wear flour-sack shirts and chemises.

Their talc, rouge, soap, cold cream and perfume bill is a million dollars a day.

Their stocking appetite has doubled the silk worm's salary.

Their five and a half million family power overwhelms the stiffest sales resistance.

No possible combination of other publications can influence the same group half so economically or efficiently.

Sixteen thousand dollars per color page, but  $\frac{1}{3}\text{\$}$  per family. The highest *rate* and the lowest *cost* for national *delivery* service.

# THE AMERICAN WEEKLY

*Greatest Circulation in the World*

A. J. Kobler, Pres.

*Read by 5,500,000 families every week*

**Main Office:** 9 East 40th Street, New York City

## Branch Offices

WRIGLEY BLDG. CHICAGO	5 WINTHROP SQUARE BOSTON	753 BONNIE BEAN LOS ANGELES	222 MONADNOCK BLDG. SAN FRANCISCO
11-250 GENERAL MOTORS BLDG. DETROIT	1138 HANNA BLDG. CLEVELAND	101 MARIETTA ST. ATLANTA	



cational campaign be made to see that those big concerns whose names have lasted long in the honor roll of the nation's business have built for quality first.

Such educational campaigns to answer the question "How much?" offer an excellent topic for business-paper copy and are far more important in house magazines than jokes, merry quips, and too much other extraneous matter.

### Changes on "Fishing Gazette"

Rex W. Wadman has been appointed manager of *Fishing Gazette*, published by the National Trade Journals, Inc., New York. He will continue as manager of *Oil Engine Power*, another of the National Trade Journal group.

Harold F. Turner has resigned as business manager of *Fishing Gazette*.

### Electric Sprayit Account to Lamport, MacDonald

The Electric Sprayit Company, South Bend, Ind., manufacturer of portable electric spraying machines, has placed its advertising account with the Lamport, MacDonald Company, South Bend advertising agency.

### H. S. Jacobi, Secretary, Postal Engraving Company

Herman S. Jacobi, formerly with The Franklin Company, Chicago printer and engraver, and before that with the Postal Engraving Company, of that city, has rejoined the Postal company as secretary.

### Maybelle Stuard Joins Grant & Wadsworth

Maybelle Stuard, for the last three years with Albert Frank & Company, New York, has joined Grant & Wadsworth, Inc., advertising agency of that city. She will head a new department for the promotion of style merchandise.

### Appoint Vanderhoof & Company

David B. Bush, book publisher, and Samuel Kunin & Sons, makers of malt extracts, both of Chicago, have appointed Vanderhoof & Company, advertising agency of that city, to direct their advertising accounts.

### F. A. Robertson with Palmer, DeWitt and Palmer

Frank A. Robertson has become associated with Palmer, DeWitt and Palmer, New York, newspaper properties. He formerly was publisher of the Washington, N. J., *Star*.

### Mr. Calkins Acknowledges a Debt

CALKINS & HOLDEN, INC.  
NEW YORK, JULY 12, 1928.

Editor of PRINTERS' INK:

Congratulations to PRINTERS' INK on its fortieth birthday. It has certainly helped to blaze the way to better advertising. I read your modest editorial with interest. I commend particularly your comment on George P. Rowell's fight to make newspapers tell the truth about their circulation. None of the younger advertising men can appreciate what a constructive crusade that was. When I began my business the publisher of a leading magazine told an advertiser it was nobody's business how many copies he printed. The gold mark awarded to publishers who came clean in the old newspaper directory was the spiritual father of the Audit Bureau of Circulations.

My own business life has been almost measured by the span of PRINTERS' INK. I read the first copy issued while I was trying to make a financial success of my college monthly. It accepted and printed the first article I ever wrote on the subject of advertising. Comments on some of my work as advertising manager of a department store in Peoria in Charles Austin Bates' department, "Criticism," led to my coming to New York and joining the Bates organization, where I met Ralph Holden, which led to forming this firm. I owe a good deal to PRINTERS' INK and am glad to acknowledge the debt.

EARNEST ELMO CALKINS.

### Starts Own Sales Business at New York

Frank G. Barry, for the last three years sales manager of the hosiery department of The Corticelli Silk Company, New York, has started a sales organization at that city, under his own name. This organization will act as director of sales for manufacturers specializing in women's hosiery. He was at one time secretary-treasurer of the Silk Association of America, New York.

### I. W. Baker with Griffin, Johnson & Mann

I. Webster Baker, recently vice-president of the Wm. H. Rankin Company, New York, has joined Griffin, Johnson & Mann, Inc., advertising agency of that city, as vice-president. He was formerly president of The Roger Williams Company, Cleveland.

### Arthur Myhrum with Chicago "Daily Journal"

Arthur Myhrum, formerly Western manager of national advertising of the Chicago *Tribune*, is now advertising manager of the Chicago *Daily Journal*. He was, at one time, advertising manager of the New York *News*.





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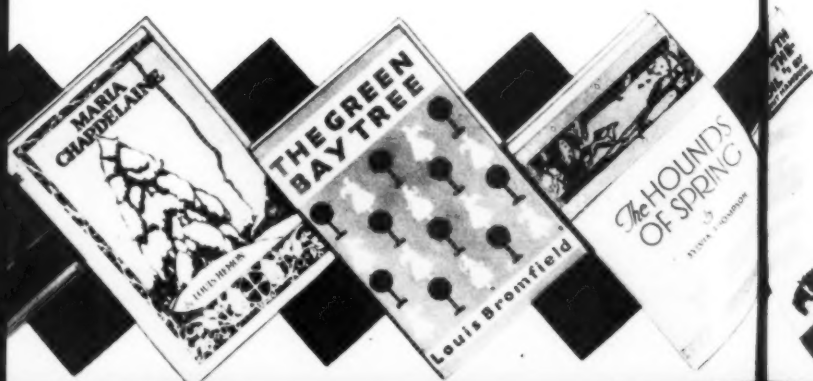
# ARTCRAFTURE



FROM  
A PAGE  
TO  
A BOOK



FOR years we have cooperated with book publishers to produce distinctive direct mail pieces which have brought unusual results. Many times the effect has been obtained by the introduction of an unusual selling idea, but in all instances the beautiful tonal values and richness of detail have greatly enhanced the results.





WE can help you, too, with your direct mail piece, whether it is a page or a book. Samples of our work, together with our informative booklet "The Economy of ARTGRAVURE" will be gladly sent to you at your request.

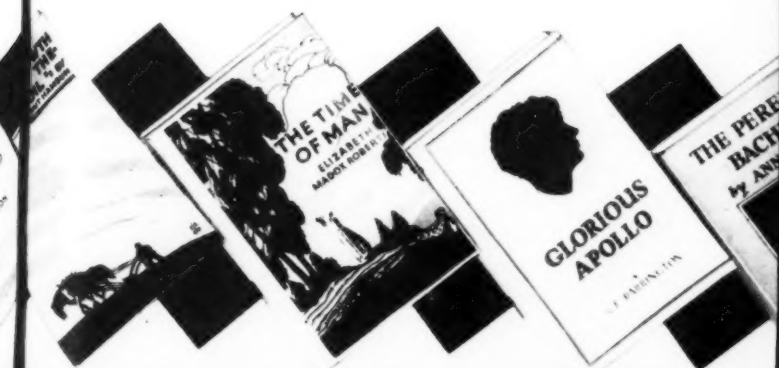
## ART GRAVURE CORPORATION

CHICAGO  
BOSTON

General Offices:

406 WEST 31<sup>ST</sup> STREET, NEW YORK

PHILADELPHIA  
CLEVELAND



*Do You Know That*  
**ARTGRAVURE**

Is now being widely and profitably  
used in Direct Mail Advertising:

Can be printed in brown, green, red,  
black, maroon, grey or special color:

Requires no make-ready and eliminates  
the use of half-tones and electrotypes:

Does not require coated paper and will  
print photographs on even cheapest  
paper:

Does not restrict copy. Line drawings,  
etchings, pencil, crayon, oil, sketches,  
wash drawings and photographs re-  
produce equally well:

Does not require large runs to be  
economical. Large presses print large  
runs, small presses take care of small  
editions.

Our booklet, "The Economy of ART-  
GRAVURE," is yours for the asking. It  
tells things you should know.

**ART GRAVURE CORPORATION**

CHICAGO  
BOSTON

*General Offices*

406 WEST 31<sup>ST</sup> STREET, NEW YORK

PHILADELPHIA  
CLEVELAND



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# The Importance of Advertising Layout

The Place of Good Layout and Its Development as an Important and Exacting Science

By Don Gridley

"NOT so many years ago, an advertisement that contained a picture of the merchandise together with description and price, no matter how inartistically these items were presented, was considered to have fulfilled its mission. It is hardly necessary to refer back to this period to realize that something has happened and is still happening to advertising to render it more interesting, more inviting to the eye and more convincing. Not everyone knows that out of this movement has come an entirely new profession.

"Time was when the advertising pages were something to be tolerated in order to get the reading matter; today these pages are read quite as assiduously as the editorial contents of a publication. Through them we keep informed as to the latest styles, the newest inventions, the most recent discoveries and improvements relative to all those things which contribute to our well being. . . .

"And the story is well told. The best artists contribute drawings and paintings in black and white and color, copy is dramatically and entertainingly written, but back of all this and of prime importance, because it can render both copy and picture effective or ineffective, is arrangement. Arrangement is the business of the layout man, whose profession is an indispensable factor in advertising. It calls for visualizing ability and for a knowledge of the graphic arts, together with inherent good taste and the ability to bring this rather aesthetic quality to bear on the business of merchandising and selling."

Thus Frank H. Young\* summarizes the growth of the impor-

ance of advertising arrangement or advertising layout. There is no question that one of the most important factors in modern advertising is the selection and arrangement of units that go into an advertisement. Yet it is one of the surprising phenomena of an industry about which almost too much has been written that layout has received comparatively meagre attention from the writers of books. It is not difficult to count all the worth-while books on layout on the fingers of both hands and then to find that of the books chosen few are modern in the sense of having been written within the last few years.

## A PICTORIAL STORY

Therefore into a field which has been ready and waiting Mr. Young has thrown his book and it proves worthy. It covers briefly but thoroughly the important phases of layout with a minimum of explanatory text, the author wisely leaving his story largely to an exhibition of the best in modern layout. The story of layout is, after all, a pictorial story and the great school of the layout man of today is the advertisement itself. Once he has mastered the basic principles of good advertising arrangement he can only master his art by the process of experiment and study, experiment with his own work and study of the work of others. Such study and experiment, however, can be quite easily wasted if the student is not working on a sound foundation. It is this foundation that Mr. Young gives.

To the outsider, and in this category we may include the advertiser himself, layout seems to be a simple problem of arranging a few units—text, illustration, headline, logotype, trade-mark, etc.

\* "Advertising Layout." Frank H. Young. Pascal Covici.

—into a certain predetermined space. If the first arrangement doesn't look well the layout man merely makes another arrangement until he finally arrives at the proper grouping of his units.

Layout, however, is not quite so simple as that. The good layout man, as Mr. Young points out, does experimenting with different arrangements but he does surprisingly little experimenting considering the results obtained. With him certain principles have become instinctive so that his experiment is rather a choice of the best from among the good, rather than the good from among the good and bad.

The many examples scattered through the pages of "Advertising Layout" prove the remarkable advance in the art of arrangement that has taken place during the last few years. They show the remarkable versatility of the layout man and the many variations which are possible in the handling of the units that go into an advertisement. Above all they demonstrate the vast importance of layout to the selling message.

If layout were an abstract art concerned solely with beauty, it would be worth very little attention from advertisers. It is, however, far from abstract. It is one of the vital factors in an advertisement, the factor that often tilts the balance from the waste of thousands of dollars to the wise investment of equal sums. Complicated, to be sure, yet complicated because in the growing competition among advertisers good layout has become necessary in order that an advertisement will get attention and then be read. The day has passed when the sheer force of thousands of printed messages will sell a product regardless of how the messages are written or arranged. Today the message must be written in selling language based on a study of psychology and then arranged, with its associated parts, in such a way that it will be read and understood.

Good layout needs more text books, more books which will stir the interest of young men in the

art of advertising arrangement and will arouse the oldsters to a further study of their own art. Mr. Young has covered the field thoroughly and has not neglected the points which often seem of minor importance but which sometimes cause the nullification of the effect of what might have been an excellent advertisement. As an example of the thoroughness of the book we may cite one section where the author discusses the necessity of studying the running heads of various periodicals. These running heads, he points out, are often overlooked and yet may throw away the value of an effective layout by throwing it off balance.

Mr. Young uses actual advertisements and roughs of his own as examples. Thus he is able to show both experiment and finished product.

Layout is at once an art and a business. It is to be hoped that other men of experience, spurred by Mr. Young's book, will present their ideas so that the beginner in advertising will have at his disposal a really ample body of helpful material upon which to build the groundwork of his future efforts.

### Buys American Schaeffer & Budenberg Corporation

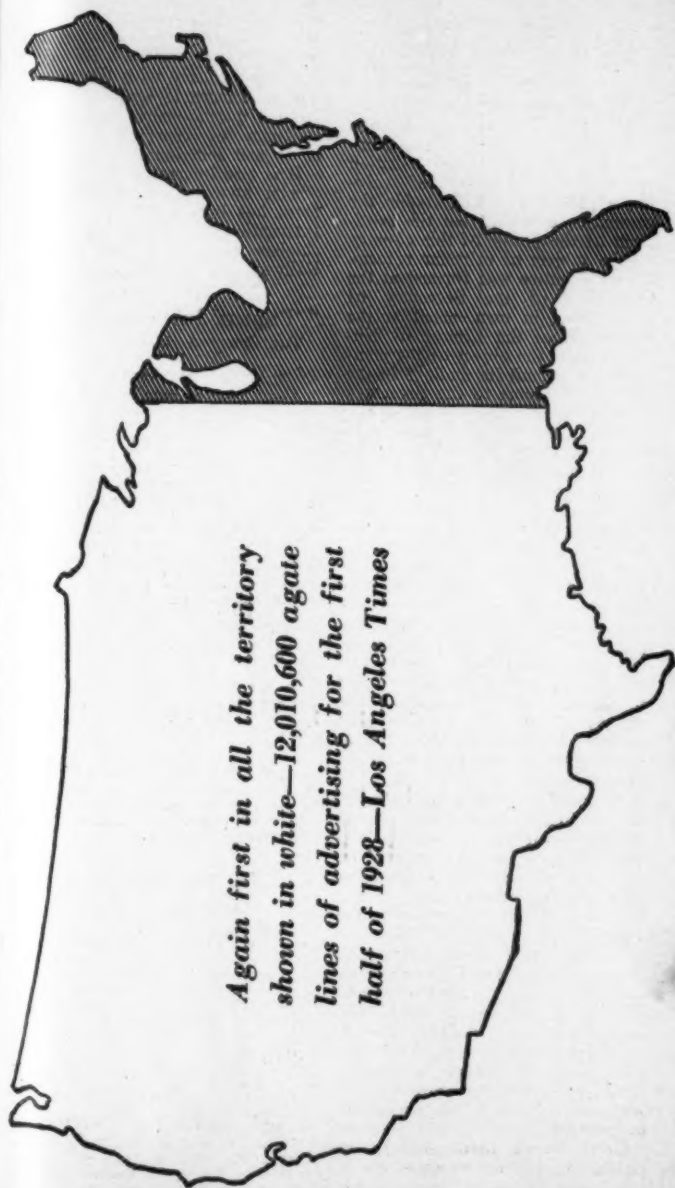
Manning, Maxwell & Moore, Inc., New York, has purchased the American Schaeffer & Budenberg Corporation, Brooklyn, N. Y., manufacturer of American industrial instruments. The American Schaeffer & Budenberg Corporation business will be conducted by the Consolidated Ashcroft Hancock Company, Inc., an operating company owned exclusively by Manning, Maxwell & Moore, Inc., which handles the manufacture and sales of its steam specialties business.

### Acme Lead Account for Henri, Hurst & McDonald

The Acme White Lead and Color Works Company, Detroit, has appointed Henri, Hurst & McDonald, Chicago advertising agency, to direct its advertising account. Newspapers and magazines will be used.

### New Business at Baltimore

A new advertising business has been begun in Baltimore by William C. Caldwell. For nearly ten years he has been with the Baltimore Sun.



## The Calendar Reform Movement Gathers Speed

ON July 9, an organization meeting of the National Committee on Calendar Simplification was held for the purpose of evolving a plan that would enable the committee to sound out the sentiment of the people of this country on the subject of calendar reform. This committee was formed at the suggestion of the Secretary of State, who, in turn, acted at the suggestion of the League of Nations. It is the object of the committee to submit its findings in the form of a report to the Secretary of State who, in turn, will use the report as the basis for later participation by the United States in an international conference to decide the calendar question. George Eastman, of the Eastman Kodak Company, is chairman of the committee.

At the meeting, committees were appointed representing the different elements of American social, economic, business and political life. It is intended that these sub-committees shall send out questionnaires and take other steps to ascertain the sentiment of the groups they represent regarding the need for changing the calendar and the form this change should take.

In addition to the committee for the United States, the National Academy of Sciences has appointed a special committee on calendar reform. The Chamber of Commerce of the United States, the American Bar Association, the General Federation of Women's Clubs and other organizations have taken similar action. The committee of the Chamber of Commerce of the United States will study and report on the necessity for calendar revision from the standpoint of commerce, finance, industry and transportation.

The National Association of Cost Accountants, with a membership of 4,300, has officially endorsed the thirteen months of 29-28 days proposal. A canvass of

its membership showed 90 per cent of the responses in favor of the thirteen-period system. This corresponded closely with the 93 per cent of favorable replies received from a questionnaire sent by Mr. Eastman to representative concerns and individuals.

It is also interesting to note that official approval of calendar reform has been received from the International Association of Machinists, and the Brotherhood of Railway and Steamship Clerks.

### "Printers' Ink' Lives Forever"

THE EDWIN A. MACHEN COMPANY  
TOLEDO, OHIO

#### Editor of PRINTERS' INK:

Thank you for your letter of July 2, explaining why you have included the "class" magazines in the general publication classification in your monthly "Four Year Summary."

This change I believe to be very proper and I never could see any reason for separating the two groups.

Your publication has certainly made a record in keeping records.

Back in 1914 when I started clipping these pages I expected that this "Four Year" record would be continued for a time and then go the usual course. (Like house organs, statistics start out very bravely but after several months they die the usual unlamented death.)

The continuation of the valuable data is another indication that PRINTERS' INK has become an institution. The rise and fall, the merging and amalgamation of publications in the advertising field goes on, but PRINTERS' INK lives forever!

E. A. MACHEN,  
President.

P. S. My first contact with PRINTERS' INK was in 1897 as a student of a business course. The instructor in shorthand regularly dictated from it to the stenography class.

### Sales Personnel Business Started at Cleveland

The Sales Force Organizers is the name of a new business which has been started at Cleveland to assist manufacturers in enlarging or augmenting their sales forces through the acquisition of salesmen, sales representatives or selling organizations.

### National Oil Products Appoint L. M. Brown

Leslie M. Brown has been appointed sales manager of the Tanning Oil Division of the National Oil Products Company, Harrison, N. J. He formerly was with the Radcl Leather Manufacturing Company, Newark, N. J.

PHOENIX, Ariz., July 19th, 1928. A total of 11,276 cars of farm produce left the Salt River Valley during the past season, figures compiled by the Marketing association revealed today. Of this amount 450 carloads were citrus, 4,262 cars were melons, 6,064 cars were lettuce and 500 cars contained various vegetables grown in the Salt River Valley. The bee industry alone brought \$350,000 to this state. The Water Users Association report that \$21,188,747 were realized from lands within that project alone, an increase of \$4,639,586 over the previous year.

**CIRCULATION BUILT  
ON MERIT ALONE  
NO CUCKOO CLOCKS  
NO YELLOW RIBBONS  
NO CONTESTS  
BEFORE BREAKFAST  
DELIVERY TO FARM  
AND CITY HOMES  
PAY FOR THE PAPER  
TO GET IT  
NO PREDATES**

Twenty-seven thousand circulation daily and 30,000 Sundays have been developed by the Arizona Republican, and the growth continues at increasing rate.

Merit of the newspaper and the remarkable delivery service alone can be credited with this accomplishment. Certainly no premium, no insurance policy, no other extraneous thing has aided in the growth of this paper from 3,000 in 1912, to 30,000 in 1927.

That this circulation is tremendously valuable is attested by a great list of successful national advertisers, who are using the Arizona Republican to reach the greatest circulation in the southwest.

*O/R  
Rep*



# The Coupon HOARDERS

**You cannot work on mail-order advertising without acquiring a veneration for coupons.**

**For it is one thing coolly to judge your advertising appeals by changing figures on the sales sheet. It is another to know from the rustle of checks and the clink of silver that the clipped coupon is bringing home a shackled customer.**

**Shivers' Cigars are sold only by mail. They have been sold that way since first we suggested the idea during McKinley's term as President.**

Poring over the records you will find few leather-bound plans, no reports of tedious conferences. There are only copy and sales. And more sales.

But not more copy—this year at least.

For the group who work on this account are coupon hoarders. The eyes in their finger-tips can see the man behind the signature on the coupon. Here and there amongst the thousands of coupons that are building Shivers' business they catch a coupon from a jailbird who has given his cell number as a post office box.

Sometimes these same fingers sense that this coupon was sent by a schoolboy planning on a smoke-session behind the barn. Or they detect in another the hand of the professional "dead beat" who gnaws at all mail-order offers.

Small space, large space, differing appeals—have all made their experimental bow during Shivers' twenty-eight years of success.

This year, as in the past four years, you will find a single piece of copy in the many issues of many publications. The coupon hoarders have found that it sells more Shivers' Cigars *whenever* it appears than any other advertisement ever prepared on this account. It is such a sure-fire sales-maker that the publication is really on test when it runs.

A letter to our Mr. George T. Eager will bring you a proof of this modest and unprepossessing Shivers advertisement. "Unprepossessing" except in the way it works.



GEORGE  
BATTEN  
COMPANY  
INC.

*Advertising*



NEW YORK  
CHICAGO  
BOSTON

**One GAIN  
and Three LOSSES  
in  
Local  
Advertising**

**One GAIN  
and Three LOSSES  
in  
Total  
Advertising**

In June, 1928, only ONE St. Louis daily newspaper gained in local and in total advertising—THE ST. LOUIS STAR. Here are the figures:

	LINES LOCAL	LINES TOTAL
THE ST. LOUIS STAR GAINED.	176,079	210,180
The Globe-Democrat LOST.....	41,832	65,823
The Times LOST.....	23,673	12,783
The Post-Dispatch LOST.....	110,547	150,081

On the 6th of June a controversy between seven of St. Louis' largest merchants and the Post-Dispatch was settled. During this period of ten weeks these stores used no space in the Post-Dispatch. Of the resulting excess space which they placed in the remaining three daily newspapers, THE ST. LOUIS STAR received 80%, the Times 11%, and the Globe-Democrat 9%.

And from June 6 to June 30, the four great department stores that figured in the controversy have continued intensive cultivation of The Star market by placing in The St. Louis Star 183,332 lines, as compared with 191,863 lines in the daily Post-Dispatch.

These figures and those above are proof positive that a new day has dawned in St. Louis journalism, and national advertising space buyers, who are keenly alert to changed conditions, will take these facts to heart when planning St. Louis schedules.

## THE ST. LOUIS STAR

National Advertising Representatives  
Story, Brooks & Finley

**NOW things are  
different in St. Louis**



# Recent Developments in Advertising Research

A Discussion of "Trading Areas," "Distribution Census," "Cost of Distribution Studies" and "Sales Quotas"

By A. Heath Onthank

Director of Research, George Harrison Phelps, Inc.

**P**ROBABLY the most important development in the field of advertising research in recent years—and I use recent years as covering a considerable period—is the delineation of trading areas, and their use in market and advertising research.

The trading area is not a new phenomenon, either as a physical development or as a tool in research work. As a matter of fact, trading areas have always been economic facts, and a city's zone of influence—or area of domination—has been recognized for the better part of a half century, at least. However, the coming of the automobile and the truck, and their extension to commercial uses has given a great impetus to the development of natural trading areas. Finally, it has pointed so obviously to the necessity for considering the areas as market units that they are incorporated in research and sales plans.

Perhaps the most important advantage of the use of trading areas in advertising research is the ability to analyze markets as a series of buying groups instead of the previous practice of considering markets by political divisions such as States or counties or cities. The trading area, by following the lines of commerce rather than the unnatural lines of political boundaries, permits a more exact allocation of trading possibilities. Furthermore, there is an excellent opportunity to match up these sales possibilities with the measure of advertising effort possible through newspapers and even magazines.

This has been definitely proved

in a trading area study made by T. O. Grisell in which he based the extent of his trading areas on the circulation of newspapers around main trading centers. This study was checked with the "Atlas of Grocery Wholesale Territories" of the Department of Commerce, and the degree of coincidence between the trading areas based on newspaper circulation and the areas of wholesale grocery territories was found to be very high.

A second advantage of using trading areas in advertising research is the assistance they lend in choosing properly allocated wholesale and retail outlets. Unless the dominance of any particular trade center is plotted on a map and its influence in surrounding towns is noted, it is quite possible that salesmen in their endeavor to open up new accounts will needlessly duplicate the number of retail or wholesale outlets necessary for that particular area. Thus close observance of the boundaries of any trading area, and correlation of trading dominance of a particular wholesale or retail outlet, will enable sales managers and advertising managers to plan the distribution of their goods more carefully and with less waste.

Most important of all, however, is the ability to adjust trading areas to the needs of individual commodities or even brands. The present generalized trade area studies have been made so that they would fit the cases of commodities which are widely distributed, such as groceries, or for the distribution of a number of articles over a generalized area such as that of a department store. There are, however, many other commodities, which because of special limitations or circumstances surrounding their sale, cannot be

Part of an address before the Association of Teachers of Marketing and Advertising at the Detroit convention of the International Advertising Association.

made to fit into the trading area studies which are now available.

Through the foresight of the producers of trading area studies now used, it is possible to adapt these to any particular company or any special commodity which may need to be placed on a trading area basis. This ability is especially important for companies which operate on a regional basis, or which operate only in a few States or in the larger cities, without recourse to the smaller cities or the rural territory.

By planning salesmen's routes, and by planning the extent of distribution of commodities on a trading area basis, it is thus possible to get a much more exact idea of the market to be covered, of the mediums to be used, of the sales expense necessary, and of the various limitations which should be placed upon marketing and advertising effort in order to correspond with the extent of territory covered by the trading areas. In a word, these trading areas permit plans to be made for cultivating territory, either by sales effort, or by advertising effort, in the locations where sales are actually made, rather than in places which *seem* to have sales possibilities and yet which are not actual trading centers with tributary territory.

A second most important development in the field of advertising research is concerned with the promised census of distribution in 1930 and with the sample census which was made in eleven cities this past year. It is undeniably true that the figures from the proposed census of distribution—and even those which we have at present from the sample census—will constitute the most important development which can occur in both market and advertising research.

It is apparent even from these present figures, that it will be possible to build a whole new system of distribution based upon conserving of sales and advertising efforts which are now lavishly spent in cultivating small retail outlets which cannot possibly repay the expenditure of money and time placed upon them in volume of

business. Through elimination of such unprofitable accounts it will be proper and advisable for manufacturers and wholesalers to spend more time on accounts which are already profitable or which are most promising.

The reports bring to light in an astounding manner the large number of stores with sales volume so low as to warrant—nay more—to demand the discontinuance of personal solicitation by the wholesaler. It is a fact that the small retailer is besieged with calls from wholesalers' and manufacturers' salesmen, and yet 30 per cent of the 80,000 independently owned stores covered have a sales volume of under \$5,000 a year, and account in total for less than 2½ per cent of the independent trade. This means retail purchases of not much over \$3,500 a year, or about \$10 a day for all classes of goods and from all sources of supply.

To the wholesaler and the manufacturer the loss of profit from cultivating such outlets must be astounding. And by any method of accounting it seems only fair to assign a certain proportion of advertising cost also to such stores, particularly when they are furnished with sales helps and window displays. So that what appears at first to be solely a sales problem becomes also an advertising problem, and one in which research should and must play a primary role.

The place of advertising research becomes even more apparent when the idea of cultivation of some of these lesser outlets by direct mail is projected. For it may not be wise for the wholesaler or manufacturer to cease all solicitation of these smaller outlets, and the use of mail selling may become more prevalent. In such a contingency research should again precede the attack. As a companion to trading area studies the census of distribution figures will become invaluable.

Still another line of research which will mean much to advertising research has become available recently in the studies made by the Department of Commerce on functional costs of retail and

COMMONWEALTH AVENUE, BOSTON



## Follow the *Outlook* into prosperity!

For nearly three hundred years the enterprise of its merchants and mariners and the skill of its manufacturers have been building New England into one of the most prosperous regions in the world. From the coffers of its citizens come 15% of the total national income tax returns; into the finest of its famous houses goes 15% of **OUTLOOK'S** entire circulation. The remaining 85% of the circulation follows the *wealth spots* from the East Coast to the West. Get into these *wealth spots* through

**The Outlook** 120 East 16th Street  
New York City

FRANCIS RUFUS BELLAMY W. L. ETTINGER, Jr.  
Publisher-Editor Advertising Manager

at prevailing low rates by reserving your 1929 schedules now

wholesale business. Reports are available for the wholesale hardware business and the wholesale grocery trade, as well as one study of costs in retailing.

Some of the revelations of these reports dealing with the lines of commodities which are profitable from the functional cost point of view have been most startling, and it is possible that there will be large revisions of inventory based on the disclosures made. For instance, the much maligned low-profit lines take on a new interest when costs are assigned on the basis of warehousing and handling expense, space used, sales costs, and rapidity of turnover. Previously it would have been thought impossible to find a profit in sales of sugar, but based on the new cost accounting procedure it is found that sugar yields a very satisfactory profit, whereas some of the staple lines such as canned goods, are carried at a loss. Such information is almost revolutionary in its opportunity for eliminating waste in distribution.

While research of this nature is not primarily directed at the advertising field it is one step in the whole merchandising process, with which advertising research articulates closely. It is only a question of time before advertising research will make use of it for its own plans. For instance, reduction of inventories—both on number of brands carried and on types of goods carried—will evidently march hand in hand with reduction in the number of accounts serviced. This has already been practiced by some wholesalers and retailers, with resulting increase in net profits. For years it has been a basis of chain-store success. Both in reduction of brands or types of goods and in reduction of number of outlets—either retail or wholesale—advertising is vitally concerned. The study of what brands will survive and what outlets will remain is a research job of tremendous proportions. It will result in further research on choice of mediums to reach the outlets in which trade is concentrated, and especially in a study of mediums and markets to endeavor to per-

suade the general consumers to use the picked outlets in which trade is being concentrated. And the research necessary to the battle for superiority of a smaller number of brands will be of importance.

Another line of advertising research has recently opened up more widely, although it can be by no means cataloged as a *recent* development in advertising research. I refer in this case to the endeavor to correlate the circulation of mediums more exactly with market potential or opportunity.

The first step in such procedure, of course, leads through the well-known paths of sales quota, which is primarily a sales or market research job. Because of its relation to advertising schedules, however, such work is being turned out by advertising agencies in increased amount as it is found that clients do not know about sales quotas or have constructed weak or wrong ones. So that advertising research is, and undoubtedly will be, concerned with sales quotas increasingly from this time forward.

The second step is to apply such tests to medium circulation as will cause a more exact correlation of that circulation with the sales quota. This is not an easy job, as space buyers have their own ideas as to what constitutes proper mediums to be applied to any merchandising situation, and their tests should not concern themselves solely with number of circulation, but should enter the fields of editorial appeal, class of readers, circulation methods used, etc. However, it must be admitted that numerical circulation is one of the tests to be applied to correlating mediums with market and it is in this field that advertising research has been doing increasingly good work, and stands ready to do even better work in the future. I have seen a number of cases of almost perfect correlation between mediums and market based on a thorough study of medium circulation broken down in population groupings. This effort is of utmost importance to proper advertising results and is an increasingly important function of advertising research.



## Increased Purchasing Power

UNCLE SAM has just added approximately \$8,000,000.00 to his pay roll in the District of Columbia—making the annual yearly income of the government employes in Washington about \$136,000,000.00—with which to indulge their tastes for commodities and luxuries.

Washington, including the 25-mile shopping radius, has a population of nearly 800,000 prosperous people—which you can reach through The Star—Evening and Sunday—with its direct-to-the-home carrier service.

There is a copy of "Facts about Washington" ready to go to you upon request. It reflects the Washington market in detail.

## The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

New York Office:  
Dan A. Carroll  
110 E. 42nd Street

Chicago Office:  
J. E. Lutz  
Tower Building

# WHERE YOU GET THE BI ON YOUR RURAL AD

**T**HE midwest states—Wisconsin, Illinois, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas, Missouri, Colorado, Oklahoma, Arkansas, Texas.

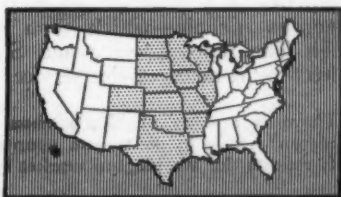
Here is *the* recognized agricultural section of the United States. In this territory are located the section farmers—the big progressive operators who buy on a large scale, and whose families live on the “fat of the land.”

This is the market of big

rural buyers which Carl Johnson, Sales Manager of Johnson Bros. Auto Supply Co., Wichita, Kansas, one of the largest distributors of automotive supplies in the middle west, advised a well-known manufacturer to go after in its rural advertising.

“Again we come to you with our plea,” wrote Mr. Johnson to this manufacturer, “to please give the Middle West consideration in your advertising appropriation.

*Sell this  
territory  
thru*



# Capper's

PUBLISHED AT TOPEKA, KANSAS, b

IRTH

# THE BIGGEST RETURN ADVERTISING—



## Read by Real Farmers

"We have pleaded the cause of Capper's Farmer for the last three years, and as long as we sell \* \* \* \* we intend to continue our efforts to sell you the farm journal that is subscribed for and read by real farmers who are in a territory where your products are needed. And if you will take time to analyze the circula-

tion of Capper's Farmer it should not be hard for you to realize that it is in a class by itself.

"My contention is that if you are going to spend money on rural advertising, spend it where it will do the most good. The quarter section, half section, and section farmers are out in the Middle West in the thirteen states that are recognized as the agricultural section of the United States and where Capper's Farmer has every other farm journal beaten by a large margin in circulation. Why not give them a trial?"

**M. L. CROWTHER**  
*Advertising Manager*  
Graybar Building  
New York City

# Farmer

ARTHUR CAPPER :: CIRCULATION 837,282



# Are Trade-Mark Pirates Protected by State Laws?

The American Bar Association Seeks a Uniform Statute to Remedy a Series of Misunderstandings and Abuses

By G. A. Nichols

IN Latin-America, piracy of trade-marks for purposes of blackmail is common. Many an American manufacturer, seeking to enter one of these countries with his goods, has found that his trade-mark has been registered there (stolen is the more correct word) by somebody else.

"What is not so generally known," Edward S. Rogers, Chicago and New York trade-mark attorney, tells PRINTERS' INK, "is that here in the United States, in our own country and under our own laws, we are actually threatened with the same evil; we are facing the condition which exists in Latin-America, namely, piracy in legal form and theft of trade-marks by knaves for blackmail."

This somewhat sensational observation, which naturally will shock and surprise many producers of trade-marked commodities, would be discounted and discredited if made without authority—and properly so. But, coming from Mr. Rogers, an internationally known trade-mark counsel, and chairman of the American Bar Association's Trade-Mark Revision Committee, it must be listened to with respect.

How can such a thing possibly be in this country?

What is Mr. Rogers talking about?

State trade-mark registration is the source of evil, both present and potential, which causes him to draw the Latin-American parallel. Manufacturers know as little about State trade-mark registration practice as they knew a few years ago about the same thing as it applied in various South and Central American countries. The result is that they are being imposed upon and victimized in a variety of ways. There is an extraordinary lack of understanding as to State

trade-mark practice, the necessity or desirability for such registration and the penalties (if any) for neglecting it. As a result, some remarkable developments have come about.

Who would think, for instance, that a national advertiser with a universally known and used product would be denied trade-mark registration in the State of Illinois?

No less an organization than the Coca-Cola Company had this experience. Somebody had quietly slipped down to Springfield and registered the name "Coca-Cola" with the Secretary of State as his own property. The original company thus became substantially an outlaw in Illinois so far as the State law was concerned. It, of course, had Federal registration for its trade-mark and was entitled to operate under interstate commerce. But a strict interpretation of the Illinois statute would deny it the right to manufacture, advertise and sell its product in that State. The usurper, without a shadow of title, was, substantially speaking, the Coca-Cola Company in Illinois.

And now comes the really surprising part.

The company promptly asked the Secretary of State to rectify the registration, but he refused! He admitted the facts in the case but it appeared that when a trade-mark was once entered upon the Illinois register—as is the case in most other States also—there was no way of getting it off. A bill of equity was filed against the Secretary of State in the Federal court and he was forced to assign the trade-mark to its rightful owners.

A bill of equity is an expensive and a circuitous proceeding. But manufacturers have been forced to employ it more than once because



a trade-mark registration is usually a routine matter in State offices, and there is no other way of righting injustices.

Manufacturers, in their ignorance of State trade-mark registration, are submitting also to another evil. This is the extortion of fancy fees for a service declared by the American Bar Association to be no more complicated than the getting of a State automobile license.

This latter evil has grown to such an extent that the association is preparing to work for a uniform State trade-mark statute. Such a law has already been prepared by Mr. Rogers' committee, the other members of which are: James A. Carr, Melville Church, James T. Newton, Harry D. Nims, A. C. Paul, W. L. Symons and Allen M. Read.

The proposed law will be urged upon the various States as soon as the revised Federal trade-mark law, now pending in Congress, has been disposed of. The latter law, also prepared by the Bar Association Committee, has passed the House and favorable action by the Senate is anticipated at the next session.

The Bar Association will seek (1) to have uniform practice in all the States such as will prevent piracy of the kind attempted in the Illinois Coca-Cola case; and (2) to have a fixed registration charge of \$5, in all States—this charge to take in all necessary steps in the transaction and thus end some flagrant abuses in the way of other charges which now are perpetrated by certain organizations.

So far as the piracy end of the proposition is concerned, revision of the State laws, along the lines suggested by the Bar Association, is recognized as the only preventive. Meanwhile, all that the manufacturers can do to escape the penalties of an adaptation of the Latin-American system in this country is to pursue a policy of vigilance and watchfulness—and, in cases similar to the Coca-Cola incident, when the usurper gets there first, to go to the courts for relief.

But in regard to extortionate

overcharges for alleged "service" which any number of manufacturers are literally scared into accepting, the remedy is easily found and applied. This is merely to know the real purpose of State trade-mark registrations, how they work, and what they can and cannot do.

"In other words," to quote Mr. Rogers, "if manufacturers will take a little time to look into trade-mark matters they will know their rights in State registration and will no longer be bludgeoned into accepting (at a fancy figure) service which is really forced upon them through the making of threats."

Well, then, what is State trade-mark registration? And why?

Many manufacturers suppose that their trade-mark rights for the entire country are adequately protected if they register them with the United States Patent Office. This is true—theoretically at least. In the practical application of the protective rights conferred by Federal registration, however, complications and difficulties sometimes arise.

Take the case of a small local organization which, knowingly or otherwise, is caught using a trade-mark registered with the Commissioner of Patents. Unless it can establish prior rights it probably will be enjoined by the United States Court against further use of the trade-mark. But the securing of a Federal injunction and its ultimate carrying out is often a very slow procedure. Meanwhile, wrongful use of the mark may be persisted in indefinitely.

The quick, practical and effective way of dealing with such offenders is to back a patrol wagon up to their place of business and carry them off to jail. This summary action can be and has been, taken by using the machinery of the State courts. It was done time and again on the West side in Chicago a few years ago when considerable numbers of hole-in-the-wall cigar manufacturers were usurping the names and brands of nationally known producers. If these offenders had to be dealt with through



## *Readers First*

**W**HAT is a magazine? Is it a bazaar, or is it a book? Is it a jostling place where advertiser and editor compete for the frazzled attention of the reader, or is it a sure though transient refuge where the reader can be diverted or stimulated according to the moment's mood?

Such thoughts are brought to mind by recent inquiries as to whether the Atlantic will retain the size, shape and general form which it has held these seventy years, or become as the saying is, a "flat," that is, a magazine with a page double or more the size of ours, ample room for pictures, and with advertisements straying from their accustomed section, and printed, page for page, alongside the text. Several conservative neighbors of ours among the magazines have decided that the day of the "standard" is past and the day of the "flat" is here; that readers, because they read for fun, will not take the change amiss, and advertisers, because they advertise for profit, will insist that it be made.

Let us think the question through, not doggedly, nor with minds closed to change. Tradition is good, but it is written a magazine may not live by the past alone. If the change is wise, let us make it.

But is it wise? Under modern conditions a magazine must have advertising. The merchandising of goods through printed display makes possible the diffusion of magazines at a fraction

of their legitimate cost. In return the magazine carries the advertiser's message to destinations it could never reach alone, and offers the goodwill of its constituency to those in whose probity and products it has reason to believe—a fair bargain and a profitable one to magazine, advertiser, and reader alike.

But the goodwill of the constituency is the very essential of the plan. And that goodwill means one thing and one thing only, the satisfaction of the reader. His satisfaction and his convenience come first. If he wants a big page with pictures and advertisements to look at, he should have it. If he wants a magazine manageable in size, easy to read, sewn like a book, and like a book in all its comfortable appointments, he should have that. This is the policy from which the Atlantic has never deviated.

Some years ago the group of Quality Magazines, composed of six monthlies of the size and shape of the Atlantic, sent out a questionnaire on this subject. The answers left no doubt what their readers wanted then. Their desires were respected and the magazines remained unchanged. Can we doubt what the Atlantic reader wants now? What he wants, that shall he have, and in his satisfaction, advertiser and magazine alike will find their share of prosperity.

Readers first !

*Helene J. Lealody*  
PUBLISHER

THE ATLANTIC MONTHLY  
BOSTON, MASSACHUSETTS

*Reprinted from the August  
1928 Atlantic Monthly*

*The Atlantic Monthly  
is one of the Quality Three*

# Advertise by Editions

**G**RIT is published in several different editions in order that its smalltown readers may have the latest news—a reader-service rare among publications of general circulation.

Advertisers may use GRIT by editions, dependent upon their individual requirements.

**WILLIAMSPORT EDITION**—22,500 copies completely covering Williamsport, Pa., and its fifty-mile trading area.

**PENNSYLVANIA EDITION**—Over 130,000 copies covering the small towns of Pennsylvania.

**NATIONAL EDITION**—Over 380,000 copies in small towns concentrated in states east of the Mississippi River.

By using the various, separate editions of GRIT advertisers can obtain general small-town coverage in specific territories without the necessity of buying waste circulation.

A brief has been prepared, convenient for filing, giving detailed information regarding GRIT's separate edition service. Ask our representatives to send it to you.



IN SMALL TOWN AMERICA

*Advertising Representatives—THE JOHN BUDD COMPANY*

Federal injunctions some of them doubtless would be carrying on their unlawful practices even yet. As it is, they either are out of business or are confining themselves to their own names and brands. Hence the fundamental reason for the State trade-mark registration law as such.

"Speaking of cigars," Mr. Rogers says, "they really were the basis or cause for most of the State trade-mark acts now in effect. The laws are the result of decisions in cases involving the imitation of the blue label of the Cigar Makers International Union. The courts were apparently hopelessly divided on the question as to whether a labor union, as such, could own a trade-mark and be protected in its use. As a result of this uncertainty, beginning about 1890, statutes were passed in a number of States permitting registration of any label, trade-mark, term, device or form of advertisement by any union or association of working men. There was a question whether being confined to unions or associations of working men, these statutes were not invalid as class legislation. Hence, many of them were amended by adding the word 'person.' Later the courts granted complete protection to rightful users of union labels.

"In one decision Mr. Justice Miller of the Supreme Court of the United States said:

As the property in trade-marks and the right to their exclusive use rest on the laws of the States, and, like the great body of the rights of person and of property, depend on them for security and protection, the power of Congress to legislate on the subject, to establish the conditions on which these rights shall be enjoyed and exercised, the period of their duration, and the legal remedies for their enforcement, if such power exist at all, must be found in the Constitution of the United States, which is the source of all the powers that Congress can lawfully exercise.

"This decision served to call attention to the fact that trade-mark rights depend upon the laws of the States and to some persons this was a matter of news. The State trade-mark acts were not specifically mentioned but it was apparently assumed that the com-

mon law of the various States was the source and origin of trade-mark property. These State acts are supplementary, however, to the common law. Most certainly they do not purport to destroy common law rights or deprive trade-mark owners of their property by failure to register them or create title in those who otherwise would have no title.

"Right on this point is where there is now much misapprehension among business men on the subject of State trade-mark registration. They seem to think, or have been led to think, that common law rights do not hold good in the matter of State registration, as is the case with Federal registration. This, together with the mystery which seems to surround the law of trade-marks, have been seized upon by certain enterprising persons as a means of profit. It is undeniable that State trade-mark statutes can be abused and that unscrupulous people are taking advantage of them for predatory purposes. Several instances have come to the attention of the American Bar Association where so-called trade-mark agencies have sent emissaries to concerns that own trade-marks and assured them that the only way protection can be secured is by State registration. After sufficiently terrorizing the victim, it is suggested that the caller be employed to effect this registration, asserting, as a reason for prompt action, that unless registration is at once secured, the trade-mark will be taken away by earlier registration by someone else. Fees are demanded for this service out of all proportion to its value or to the professional skill which it requires.

"Indeed, the degree of professional competence needed to effect State registration is about equal to that necessary in getting an automobile license. The operation is simple. The Secretary of State furnishes blanks which the applicant is required to fill out and mail, with two facsimiles of the mark and the fee which the statutes prescribe!"

The American Bar Association

has supplied PRINTERS' INK with some interesting figures showing its ground for declaring some of the fees charged for State trade-mark registration to be fantastically excessive.

One organization sends out a schedule of its charges for registering trade-marks in the different States. In Alabama, for example, it asks a fee of \$112 for effecting a registration. All the State gets out of it is \$1. The Arizona statute requires a fee of \$3.25, whereas this company asks \$73 for registration, advertising, notice of intention, certified copies and so on, and \$25 for legal charges, making \$98 in all. For securing State registrations in New York this organization asks for \$165 to cover the general expenses just named and \$40 legal charges, making a total of \$205. The State registration fee in New York is \$7.

It is obvious that if a manufacturer can be persuaded that even his common law rights are imperiled by his failure to register in the various States there is some highly profitable business to be had by the organization doing the persuading—at the foregoing schedule of prices.

"A number of cases have been reported to our committee," Mr. Rogers says, "where purely piratical registrations, for purposes of extortion only, have been made. These are mentioned in the propaganda of some organizations so frequently and adduced as a reason why there should be no delay in their employment, that the suspicion is not unnatural that some of them may have had a hand in securing such registrations. This is why I say we are threatened in this country with State trade-mark registration evils second only to those existing in Latin-American countries.

"If the gentlemen promoting some of the questionable organizations of this sort were lawyers there would be means of disciplining them for unethical legal conduct. But as it is, and until there can be uniformity in State legislation on the subject, substantially all that can be done for the pro-

tection of the American manufacturer is to acquaint him with the facts.

"State trade-mark registration is highly valuable in that it provides facilities for quick procedure against offenders. But there is little uniformity among the laws governing it. The feature in which they are in substantial accord is the objectionable one that they do not prevent legalized piracy and extortion."

### Commends Our Constructive Criticism

FIRST NATIONAL BANK IN ST. LOUIS  
JULY 13, 1928.

Editor of PRINTERS' INK:

I congratulate PRINTERS' INK and its officials upon the splendid constructive service which you have been rendering for many years, and not the least feature of your constructive work is due to the fact that you have always been willing to run constructive critical articles on advertising.

Extending to you and your associates my congratulations and the hope that you may have many more years of even more successful publication, I am,

W. F. GEPHART,  
Vice-President.

### Blake, Moffitt & Towne Buy Mutual Paper Corporation

Blake, Moffitt & Towne, Pacific Coast paper merchants with headquarters at San Francisco, have purchased the Mutual Paper Corporation, Seattle. The name of the Mutual company will be changed to that of Blake, Moffitt & Towne and its business will be conducted as the Seattle division of the buying company. Officers of the Seattle division will be: President, O. W. Mielke; vice-president, J. W. Thompson; secretary, E. H. Pope and sales manager, James C. Whitelaw.

### J. P. Gagin with "Chain Store Age"

James P. Gagin, formerly with the American Druggist Syndicate and more recently with the Neve Drug Stores, Inc., New York, has joined the staff of *Chain Store Age*, to specialize on that publication's druggist edition.

### Du Pont Motors Appoint Carter Agency

Du Pont Motors, Inc., Wilmington, Del., has placed its advertising account with The Carter Advertising Agency, New York.



**E. H.  
Sensenich**  
of  
**Portland  
Oregon**

President . . West Coast National Bank, Portland, Ore.  
 President West Coast Safe Deposit Co., Portland, Ore.  
 President Western Securities Company, Portland, Ore.  
 President . . . Portland Clearing House Association  
 Vice-President, National Bank Division, American  
 Bankers Association  
 Resident Vice-President for Oregon American Surety  
 Company  
 Director, Wiggins Co., Inc. (Wholesale Automobile  
 Supplies)

**editorial influence  
with men of  
influence**

**AMERICAN BANKERS**  
*Association*  
**JOURNAL**

110 East 42d Street

CHICAGO

LOS ANGELES

New York City

**(25,499 net paid A. B. C. reaching 9/10)  
 of the Banking Capital of America)**



The walled towns of the old world have no counterparts in America. Here, our people are free to come and go at will. Yet, in one municipality—**BOSTON**—a barrier exists which separates the people into two separate and distinct groups as effectively as if a wall of brick or stone had been run through the heart of the city. That barrier is Sentiment, Tradition, Heredity and Environment—an evolution of the centuries.

Boston is the fourth richest market in the United States. In density of population per square mile it is exceeded by New York only. But this great trading territory presents an unusual problem to the advertiser who seeks to reach the entire metropolitan population. As the key point for the distribution of merchandise, not only to the immediately surrounding territory but to all New England as well, Boston must be sold before any great headway can be made in general distribution.

The dual grouping of the people is the determining factor in the success of any advertising campaign in Boston. Both groups must be reached

and favorably influenced. No real advertiser who plans his campaign on this basis will find the Business Boston market unresponsive.

The publishers of Boston's four major newspapers have

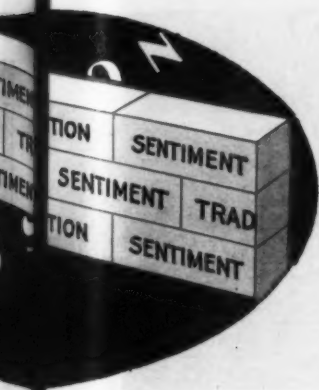
# BOSTON HERALD

Advertising Representative:  
GEORGE A. McDEVITT CO.

250 Park Avenue, New York, N. Y.

914 Peoples Gas Building, Chicago, Ill.





# WALL OF TRADITION AND SENTIMENT IN BOSTON

...d. No realized that no one paper  
is could possibly appeal to the  
will widely divergent views of the  
many's two population groups.  
as a result they have so  
Boston apted their editorial policies,  
s their manner of news presen-

tation, their display and general make-up as to gain the favor of the group each prefers to serve. An examination of the Boston Dailies will demonstrate the differences that have resulted. The Boston Herald-Traveler alone possesses those characteristics that are preferred by one group. The similarities of the other three papers indicate that they all serve the other population division.

It is not an accident or a mere matter of luck that the Herald-Traveler is the favorite newspaper of that group which is of greater importance to the advertiser. Herald-Traveler readers are loyal to their chosen newspaper and are not influenced by the other three.

The wall of sentiment cannot be leveled, but the general advertiser *can* reach the entire buying population of Business Boston. The advertising columns of the Herald-Traveler must be used to cover the more important element. One of the other newspapers will cover most of the remainder. This is the only advertising combination that is reasonably sure of covering America's fourth greatest market.

# HERALD-TRAVELER

For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston newspapers.



### THE SURF ANGLER

A line of flame-tinctured cloud hovers just above the horizon. Restless breakers are rolling and pounding upon a brown and white beach which stretches away into the vagueness of the dawn. An angler stands where the foam shoots softly in—his reel is singing and his rod tip curves and nods as "something" he has hooked plunges seaward through the breakers.

Surf fish run large and in great variety and the excitement of uncertainty lends fascination to this sport. And because **FOREST AND STREAM** contains much of interest to both salt- and fresh-water anglers as well as hunters, one hundred thousand outdoorsmen read every issue.


  
**FOREST AND STREAM**
  
 80 LAFAYETTE ST. NEW YORK CITY

*Wm. Clayton*

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago  
On the Coast: Hallett Cole, 2390 Mar Vista, Pasadena

# Copy Slants

II—Direct-Mail Copy

By Robert Tinsman

President, Federal Advertising Agency, Inc.

**T**HEY tell us that close to a billion dollars a year is now being spent in direct-mail advertising—considerably more than in periodical and newspapers put together.

So it behooves our copy stars to begin to take notice that direct advertising, whether circular letters, cards, folders, booklets, or what not, now deserves a front row ranking in the advertising scheme.

We used to regard direct-mail matter as incidental to the main plan—all right for a trade broadside announcing the coming campaign, or for a post card series in advance of the salesmen's calls, or for a sixteen-page consumer booklet for handling occasional inquiries—but such casual methods don't go now-a-days.

Strenuous direct-mail advocates have changed all that—direct mail is now an honored division of the big plan; we no longer buy a piece of printing now and then; we indulge in a series of selective mailings; we open new territories with Uncle Sam's assistance; we promote new propositions per penny postage and thus come to conclusions with maximum certainty and minimum expense. Let me cite a few examples out of my own experience illustrating the scope of direct advertising.

One of the great cement companies found that a change of freight rates suddenly cut its territory in two. A conference revealed mountains of cement accumulating daily—unless retail outlets could be immediately increased at least 25 per cent to replace the lost territory.

An elaborate campaign of direct mailings was devised to cover every

interested party and its force focused on the trade, which was to receive fifty communications inside the year. In less than six months' time the retailers were increased over 30 per cent and this by a company of admitted leadership which supposed it was already covering its territory by very thorough salesmanship.

That's meeting an emergency— isn't it? I know a knit-wear manufacturer who sells an idea to his trade—not merely a line of sweaters. Co-operating with this idea involves the dealer's mailing to his local lists of carefully audited names, a catalog in colors, for which he pays his own good money. Two millions of these catalogs go into the mails each year, each one with the dealer's name under the maker's brand, and each one addressed to a live customer—friend of that very dealer. How can a national campaign fail with such support behind it?

Then, there's the paper manufacturer who has improvised Advertising Utopia and called it Strathmore Town. Each imaginary industry in Strathmore Town has its own direct-mail advertising classic, and every similar industry in the country, every worth-while printer, and large buyer of printing, receives this series to stimulate his interest in such direct-mail advertising for his own business—all in behalf of the right expressive paper to print it on.

So we might cite example after example where direct mail is doing its own job all by itself, according to careful plans, besides its regularly recognized function of supplementing the national periodical campaign.

But what's the copy angle to all this?

First plan the work, then work the plan. Begin with an audited list. Make your mailings selec-

This is the second of a series of "Copy Slants" articles by Mr. Tinsman. The first appeared in the July 12 issue on page 3.

tive, not general and haphazard as of yore.

Fit your appeal exactly to your audience and products.

One of our great international booksellers, some time ago, spent several cents to place on my desk—

1. An attractive booklet—20 pages.

2. A folder in four colors and gold.

3. A beautifully processed letter all filled in to "Dear Mr. Tinsman."

4. With a return envelope addressed personally to the president himself, who tells me in the very last paragraph: "If you will use the enclosed envelope I will myself see that the volumes are sent you the minute your order reaches me."

Roy Durstine tells us in his good book—"Making Advertisements"—that the most important thing in copy is *sincerity*.

He says, "You can strip an advertisement of almost anything else—beauty of form, clarity of expression, taste of arrangement, excellence of idea—and still you will have something left, something that will reach out and grasp people, if your advertisement rings true."

#### SINCERITY ESPECIALLY IMPORTANT IN DIRECT MAIL

Right-o, Mr. Durstine, and I wish you would tell that to the aforesaid president, for if sincerity is essential to belief in advertising, it is trebly so in mail matter, addressed to you personally, talking to you privately, imploring you confidentially man-to-man, if you please.

Please rewrite that letter, especially that last paragraph before you say "Yours faithfully," and sign your name.

Only sincere advertising can confer a benefit on the reader. Any advertising that destroys credibility by deliberately uttering untruth, expressed or implied, or gross exaggeration, is a cannibal advertisement; for it feeds upon its kind, and its creator—no, its perpetrator—ought to be outlawed. The advertisement that is true to its best opportunity will answer to the old Greek definition of a gentle-

man, *kalos kai agathos*—because it is both true and simple, it will be "noble and good." Then great will be its benefit both to its readers and to the business that it advertises.

Some current advertising is so good looking in its merely moronic, or even distorted sex appeal, that it seems to be trying to escape any analysis as to the real worth of its message, which too frequently is nothing but gilt-edged bunk, and palpably so to any but an ignorant audience.

It reminds you of Shakespeare's remark about Helen of Troy—"Beauty touched her cheek, but not her heart."

The good advertisement must be good to look at and good to read and remember, because it tells the truth about a good product. Every good advertising man must agree to that for the good of the advertising business.

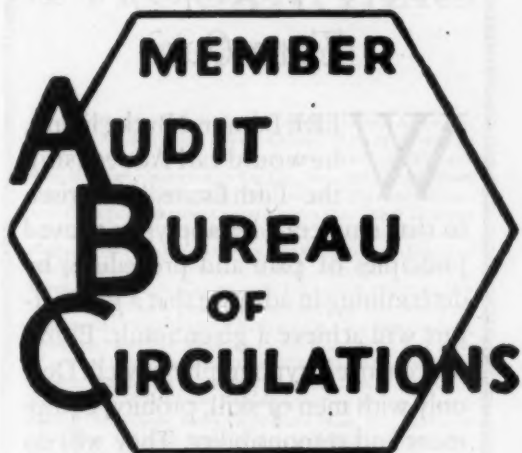
In one of his essays, under the heading, "Language," Emerson writes: "A man's power to connect his thought with its proper symbol, and so utter it, depends on the simplicity of his character, that is, upon his love of truth and his desire to communicate it without loss. When simplicity of character and the sovereignty of ideas is broken up by the prevalence of secondary desires, the desire of riches, the desire of pleasure, the desire of power, the desire of praise—and duplicity and falsehood take place of simplicity and truth; . . . new imagery ceases to be created, and old words are perverted to stand for things which are not."

There is not much use laying down dogmatic laws for direct-mail copy—each case is a law unto itself.

Too much mail matter is mechanical in its appearance and diction—looks like a last-minute rush job—a reprint of an advertising left-over.

Not so with Rogers Peet, for that copy writer always digs up such a nice plausible reason for writing me today—I see in a minute how he appreciates my valuable time and how its Fifth Avenue store would welcome such an

Of course "The Home News" of the Bronx is an A.B.C. newspaper, and the only borough newspaper in Greater New York which alone covers its field.



You cover The Bronx with 90,279 Daily and 96,678 Sunday, "A. B. C.", March 31, 1928.

*R. G. R. Hunsiman, Inc.*

*Woolworth Bldg., N. Y. City*

Can You Afford  
to Run a R I S K  
How Typography Will  
Turn Out?

WERE Edmund Burke living, he would call Advertising the "Fifth Estate." It has risen to that eminence by applying proved principles of plan and procedure; by determining in advance that a given effort will achieve a given result. Eliminate chance in typography, as well. Deal only with men of skill, probity, equipment and responsibility. They will do the job right. You will avoid having to do it over and over. The members of the Advertising Typographers of America are the *corps d'élite* of the craft. They are as proud of the high standard of their work as you are the excellence of yours.

TYPOGRAPHY THAT SETS UP AN IDEAL



NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE

# Members of the ADVERTISING TYPOGRAPHERS of America

HAYES-LOCHNER, 106 E. Austin Ave., Chicago; HAROLD A. HOLMES, INC., 215 North Michigan Avenue, Chicago; HELLER-EDWARDS TYPOGRAPHY, INC., (Formerly Standard Ad Service), 250 West 40th Street, New York; MONTAGUE LEE CO., INC., 216 East 45th Street, New York; FREDERIC NELSON PHILLIPS, INC., 314 East 23rd Street, New York; PROGRESSIVE COMPOSITION CO., Ninth at Sansom Street, Philadelphia; EDWIN H. STUART, INC., 422 First Avenue, Pittsburgh; SUPREME AD SERVICE, 229 West 28th Street, New York; TRI-ARTS PRINTING CORPORATION, 27 East 31st Street, New York; TYPOGRAPHIC SERVICE CO. OF N. Y., INC., 216 E. 45th Street, New York; THE TYPOGRAPHIC SERVICE CO., 75 No. New Jersey Street, Indianapolis; TYPOGRAPHIC SERVICE CO., 417 East Pico Street, Los Angeles; KURT H. VOLK, INC., 215 East 37th St., New York; WARWICK TYPOGRAPHERS, INC., 617 North 8th Street, St. Louis; GEORGE WILLENS & CO., 457 West Fort Street, Detroit; S. WILLENS & CO., 21 South 11th Street, Philadelphia; THE WOOD CLARKE PRESS, 75 Broad Street, Boston; WOODROW PRESS, INC., 225 Varick Street, New York; AD SERVICE CO., 313 West 37th Street, New York; ADVERTISING AGENCIES SERVICE CO., 216 East 45th Street, New York; ADVERTISING TYPOGRAPHERS, INC., 231 West 29th Street, New York; THE ADVERTYPE CO., INC., 345 West 39th Street, New York; ARKIN ADVERTISERS SERVICE, 422 S. Wabash Avenue, Chicago; ASSOCIATED TYPOGRAPHERS, INC., 460 West 34th Street, New York; THE BERKELEY PRESS, 72 Lincoln Street, Boston; BERTSCH & COOPER, 154 E. Erie Street, Chicago; J. M. BUNDSCHO, INC., 65 East South Water St., Chicago; E. M. DIAMANT TYPOGRAPHIC SERVICE, 195 Lexington Ave., New York; WENDELL W. FISH, 919 Union League Bldg., Los Angeles; FROST BROTHERS, 207 West 25th Street, New York; DAVID GILDEA & CO., INC., 22 Thomas Street, New York.

TYPOGRAPHY THAT SETS UP AN IDEAL



PRINTING CRAFTS BUILDING, NEW YORK



important customer as I—and two or three short paragraphs are enough to make me feel my oats.

Then there's always something specific enclosed—described and priced always. Its most ideal isn't it? It assuredly builds goodwill and is likely to make a sale. How can you beat that for a copy job?

\* \* \*

*"Trade and Technical Copy" will be the subject of the third "Copy Slants" article by Mr. Tinsman.*

### J. I. Case Buys Emerson-Brantingham Farm Plant

The farm products division of the Emerson-Brantingham Implement Company, Rockford, Ill., will be sold August 1 to the J. I. Case Plow Works, Inc., Racine, Wis.

This change will allow the Emerson-Brantingham Corporation to give undivided attention to its industrial products division which is engaged in the manufacture and sale of automobile parts, malleable castings, porcelain enameled and other metal products.

### New York Public Library to Hold Advertising Exhibit

The New York Public Library will hold an exhibit of modern advertising from July 23 to September 15, as an indication of the progress which advertising has taken since its first appearance. To contrast the different steps samples of advertising taken from newspapers and magazines at intervals of ten years will be shown, together with the first advertisements appearing in the United States.

The exhibition is sponsored by a committee of the American Association of Advertising Agencies headed by H. E. Lisan, of the H. E. Lisan Advertising Agency, Inc., and is under the direction of C. F. McComb of the Library.

### Kolynos Merged with American Home Products

The Kolynos Company, New Haven, Conn., Kolynos dental cream, has been merged with the American Home Products Corporation, Wilmington, Del. The American Home Products Corporation is a holding company for a number of subsidiaries engaged in the manufacture and sale of medicines and medicinal preparations.

### Death of J. William Clark

J. William Clark, president of the Clark Thread Company, Newark, N. J., died recently at his home in Bernardsville, N. J., at the age of sixty. He was the son of William Clark, one of the founders of the Clark company, and had been active in the affairs of that company during his business career.

### Sees Mergers as Harmful to Brokerage Business

O. C. HOLLAND & Co.  
MERCHANTISE BROKERS  
MONTGOMERY, ALA.

#### Editor of PRINTERS' INK:

I have read twice and with much interest the article "Why Merchandise Brokers Are Going Broke," [June 7 issue]. Mr. Deute certainly has a very keen knowledge of the brokerage business and the various problems that enter therein.

Undoubtedly principals are demanding too many promises and undoubtedly also brokers are making too many promises which they do not and are not likely to fulfill. One rather alarming feature I see to the brokerage business is the tendency toward consolidation on the part of manufacturers, which is followed almost invariably by the elimination of the broker and the adoption of their own sales forces, and even at a greater expense, I believe, as so ably pointed out by Mr. Deute.

I have always contended that it is not a broker's function to introduce new items and particularly so where it has to be done by retail specialty salesmen operated at the broker's expense. Conditions in this respect vary, of course, dependent upon territory, however, but it is certainly not the proper thing for a broker to do in this part of the country.

Of course there is considerable ground for complaint on the part of the principal in a great many instances and there is much that might be said on both sides of the question. I am convinced, however, that there is too much of a tendency on the part of brokers to get accounts merely for the purpose of having them and without giving the proper thought beforehand as to the possibility of the development of such accounts. This may be due in a measure to the fact that it seems too easy a matter for one to get into the brokerage business, and oftentimes the necessary equipment seems to be merely a second-hand typewriter, a chair and possibly a desk—making it hard for the legitimate broker who does intend rendering fair service.

O. C. HOLLAND.

### New York Associated Dailies Meet

At the midsummer conference of the Associated Dailies of New York State, held at Batavia, N. Y., on July 9 and 10, E. M. Waterbury, of the Owego *Palladium-Times*, president of the association, was appointed chairman of a committee to study a plan to employ a full-time secretary. This committee will report on the plan to the association at its annual meeting to be held at Albany in February. The services of this secretary, it is planned, will be at the disposal of advertising agencies and other space buyers.

About 100 publishers and guests were registered for the conference.



# Macy's Advertising Policy and How It Is Determined

Four Divisions: Daily Departmental, Institutional Departmental, Style, and General Institutional, Constitute a Balanced Advertising Plan

By Edwin R. Dibrell

Executive Vice-President, R. H. Macy & Co., Inc.

MANY of our merchants have arrived, or are arriving, at the conclusion that "sale" advertising is extremely limited in usefulness.

It has been very much overdone. Its effectiveness has decreased in direct proportion to the growing public interest in style, color and design.

Price appeal is no longer all powerful. It must be supplemented by the style appeal. And it must be preceded by a customer confidence in the truthfulness and dependability of the store.

In other words, the merchant must first establish a reputation in the community. He must sell ideas and conceptions about his business, as well as specific articles of merchandise. After all, only a small portion of his total sales, possibly 10 per cent, can be traced directly to advertised items. The bulk of his daily business must come from shoppers who visit the store regularly because they find it a desirable and dependable place to fill their needs.

Institutional advertising is the salesman of this good-will and prestige for a store. It develops

and strengthens its reputation. It is insurance for the future. It sells merchandise for next year as well as for next day.

"Thousands of pages of retail advertising published last year were so crowded and so unattractive typographically that no one wanted to or could read them."

This statement by Mr. Dibrell introduced an address which he made before the Associated Retail Advertisers meeting at Detroit, last week, and which the accompanying article reproduces in part. This criticism may be, as he said, of "appalling" significance to retail advertisers. It has long been so to newspaper publishers and national advertisers who have sought to improve the attractiveness and content of retail copy for the benefit of everyone interested in newspaper advertising, including newspaper readers.

Style, Mr. Dibrell points out, has superseded "sales" splurges, with the result that there is a marked trend toward more artistic and better-looking retail copy, some of which, in his opinion, stands on an equal footing with the best examples of our national advertising.

The old era of series of flashing sales is gone. These sales never built up a permanent clientele for a department. On the contrary, they undermined it. When the fireworks stopped, business disappeared. Building up a clientele for a department, or for the store as a whole, by emphasizing its dependability, style authenticity, and completeness of stocks, as well as its low prices, is building on a broad, solid foundation for the future.

The higher standards of taste of the American customer, as reflected in added interest and demand for better grade merchandise, has also affected the type of advertising presentation. When you are talking about fine things to persons of dis-

crimination, your message must be in keeping. That is one reason why some of the retail advertising in this country has undergone such far-reaching improvement in every respect: layout, art work, typography and copy. A more liberal

use of white space, concentration on highlights to convey impressions, rather than words and words—in short, a more artistic and better looking advertisement is the result. Some of it stands today on equal footing with the best examples of our national advertising.

I think it may be of value at this point to describe briefly one method of arriving at an advertising policy. We have certain organization policies, certain problems and certain objectives, as every store has. We have tried to adjust our advertising to them by setting up four separate and distinct sections in our appropriation. In this way we attempt to secure a proper division of our appeal. We cater to all the clientele instead of to parts of it, giving them, we hope, a balanced advertising diet.

The first of our four advertising divisions consists of *daily departmental advertising*. This is arranged to give definite information about specific merchandise for guidance of the shopper.

Second is *departmental institutional advertising*. This attempts to familiarize the public with a complete department rather than with individual items of merchandise. It seeks to foster the "buying habit" for a department, so that the public will automatically think of that department when in need of certain commodities carried in it. The copy tells the story of the department, and its variety of stock from the standpoint of style, price, assortment, etc.

The third division of Macy's advertising concerns itself with *style*. It seeks to convey the message of the smart and the new. In connection with this, the services of stylists operating directly from the advertising office are employed. They keep in touch with Paris and the domestic markets and offer constant suggestions for style exploitation. Merchandise is featured in this division regardless of the departments from which it comes.

The fourth, and probably the most interesting division of our advertising because of its long range effect, is that devoted to

*general institutional purposes*. Here, in a variety of ways, we seek to further the prestige, style authority, good taste and economy of Macy's merchandising efforts. Wherever an event or situation arises which may be utilized to enhance the reputation of the store, an institutional advertisement is devoted to it.

Perhaps I can best illustrate the scope of this type of advertising by referring to several examples in our recent experience. Last May we held an International Exposition of Art in Industry, to crystallize current interest in modern design by presenting the outstanding contributions of six nations in this field. The co-operation of prominent artists, designers and officials of societies and museums in Europe and America was secured. Five thousand exhibits, contributed by 300 exhibitors, were displayed in a spectacular modern setting which added to the dramatic effect of the exposition. Our interest was threefold:

1. To sell the idea that the store is keenly interested in style and design (as well as its traditional price policy).
2. To contribute toward the movement for better design in industry.
3. To develop improved standards of taste in merchandise among the public, in the industry, and within the store organization itself.

The exposition attracted considerable public attention. It undoubtedly spurred public interest in modern design, particularly its interpretation in actual merchandise to meet every-day needs. The association of the store's name with the prominent museums, art organizations and famous designers was worth while, aside from the contribution, in its own right, made toward the advancement of design in industry.

At another time, the fact was brought to our attention that the store had in the last year cleared 29,000,000 transactions, a figure greater than the total presidential vote of the two great political parties in the last United States election. Accordingly, this comparison was utilized in an advertisement to emphasize the fact that such a volume of business must indicate a vote of confidence from the public in

# Strength and Virility

characterize Farm Life. From the front cover to the last page it presents the concentrated, well-seasoned essence of what farmers want from a national farm paper. Its influence with more than a million farm families grows out of their confidence in the soundness of its editorial policies and faith in the value of its service. Such a strong editorial policy is a good background for a productive advertising campaign to promote the sale of your product to Farm Life readers.

T. W. LeQuatte

*Publisher*

## Farm Life

Spencer, Indiana

the store and its policies, just as the presidential vote had done for the candidates and their platforms.

Let us now consider the question of advertising organization. We have stressed the necessity of planning ahead, of conducting a certain amount of research to keep posted on conditions. The advertiser is dealing with two intangibles, customers and mediums. He must have all the information about them that it is possible to acquire, to gauge future action on the basis of past performance. He must be in a position to check up on plans, discarding those no longer practical, and finding better ones to take their place. The essential thing is that he must keep posted.

The problem of personnel is another important one. With a grading up of taste, of merchandise, of merchandise presentation, it is also extremely desirable to grade up the personnel of the advertising office. To do this it is necessary to come out and compete with the advertising agencies for the best talent in the market. Many of the department stores have found that their good people are attracted to the advertising agencies by larger salaries. In fact, some of them have been serving as first-rate training schools for agency copy writers, losing the benefit of their ripened experience by inability to retain them. The remedy is obvious.

What does the immediate future hold in store for retail advertising? One thing seems fairly certain: The papers cannot continue to grow larger indefinitely. There must be a limit to their size. Will they attempt to check it by raising their rates progressively? Or will the store itself solve the question by finding a more productive use of advertising with the same space?

The solution seems to lie in a more thorough planning and merchandising of advertising than has been done in the past. By this I mean the more careful selection of merchandise to be presented, and the manner in which this presentation shall take place. It is a knowledge that comes only from a thorough study of departments in the store, what they are selling, what their problems are.

The successful advertising man will have to be more than an advertising man. He will have to combine many of the functions of merchandise man as well. He will have to organize his activities so as to be free, to go through departments, examine stocks, interview buyers and be a real factor in sales planning. Above all, he will have to recognize that his responsibility does not end with the production of beautiful advertising. His advertisements must sell, as well as be pleasing.

Mechanical aids and inventions may come to aid the advertising man in his task of presentation. Who knows where the development of radio may lead? Already there is promise that television may become commercially feasible for the home. It has tremendous potential advertising possibilities. Imagine the person in his home pressing a button, or turning a dial, so that he may see a complete array of the store's newest and latest merchandise unfold before him, arranged in suitable settings, and described simultaneously by the voice of an effective salesman. Such a development will of course revolutionize our sales methods.

We must not, with all our talk about advertising, forget one basic fact. Presentation is an aid in promoting sales. But the foundation is the *right merchandise*. Does the store carry complete assortments of attractive merchandise, in line with current demand? That is one factor in which the advertising man can contribute a detached, and important, point of view. He must keep track of it in his task of selling entire departments as units, and the store as a whole. It will guide him in his planning, from the use of concentrated broadsides to the organization of complementary aids like window display, exhibitions, lectures, and sales training.

The main consideration, however, is that he does not lose sight of the fact that his responsibility goes over and beyond the salesmanship of specific advertised items of merchandise. He must sell, and keep sold, the reputation of the store in the community.

# Food Advertisers--

**H**ERE is evidence of the power of one newspaper as a food advertising medium which we do not believe can be equaled anywhere in the country.

*For the first five months of 1928 The Los Angeles Evening Herald published 211,157 lines of Local Chain Grocery Store advertising. In the same period the other FIVE Los Angeles papers COMBINED published 189,149 lines.*

There are six of these Chain Organizations in Los Angeles. The Evening Herald is the only newspaper carrying the advertising of all of them. These merchants know this market. Their advertising must produce—and promptly.

*Without exception they depend upon the*

## LOS ANGELES EVENING HERALD

*Represented in*

New York  
by  
**HERBERT W. MOLONEY,**  
342 Madison Ave.

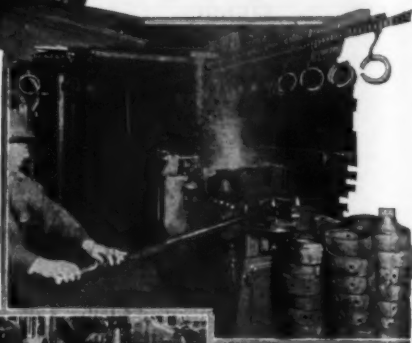
Chicago  
by  
**JOHN H. LEDERER,**  
910 Hearst Bldg.

San Francisco  
by  
**A. J. MORRIS HILL,**  
610 Hearst Bldg.

# \*(How a Business Paper Works)



*Intimate views of new production processes in building Model A as published in Iron Trade Review.*



**PENTON  
PUBLICATIONS**  
**IRON TRADE REVIEW**  
*Established 1883*  
**THE FOUNDRY**  
*Established 1888*  
**DAILY METAL TRADE**  
*Established 1909*  
**ABRASIVE INDUSTRY**  
*Established 1920*  
**POWER BOATING**  
*Established 1905*  
**MARINE REVIEW**  
*Established 1873*



W<sup>o</sup> Authority in Its Industry )+

## The Inside Story of Model A

**T**HE whistle blew. Rows of machines fell silent. Another department of the great plant had shut down. Another group of several thousand men were told their work was finished. One day the world-famous assembly line itself was brought to a standstill. Production had ceased on the Model T Ford car.

Followed months of speculation and rumor. . . Finally the first Model A Ford cars were shipped out and exhibited. Thousands of the curiosity-fed public flocked into the display rooms.

But American business was not satisfied to know merely the color of the body, the wheel base and accessory equipment, or even the engineering details of the new car.

Business demanded the facts regarding Ford's new methods of production.

IRON TRADE REVIEW answered the challenge—first and completely. Arrangements quickly were made. A corps of editors and technical experts was sent to the Ford plant in order to bring to readers of IRON TRADE REVIEW the full and complete account of this great manufacturing revolution.

In its series of articles commencing March 22 is the whole tremendous story. Details of the new methods developed are fully described and illustrated. The results of millions of dollars in experimental work are completely set forth for the benefit of American industry. Thus again IRON TRADE REVIEW demonstrated its enterprise and leadership, justifying its position as the authority of industry, national and international.

**IRON TRADE  
REVIEW**

*A Penton Publication*

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers,  
national magazines, books, catalogs, etc.

Member, Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association

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## Did You Get Your Copy Of The Michigan Market?



This new book gives complete 1928 information regarding one of America's greatest potential markets.

If you haven't received a copy write any Booth Newspaper immediately.

Grand Rapids Press  
Flint Daily Journal  
Jackson Citizen Patriot  
Bay City Daily Times

Saginaw Daily News  
Kalamazoo Gazette  
Muskegon Chronicle  
Ann Arbor Daily News

A. KLEIN, *Eastern Representative*  
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*  
6 North Michigan Ave., Chicago

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**THE BOOTH PUBLISHING CO.**

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# Newspaper Executives Discuss Position Charges

Meeting at Detroit, International Association of Newspaper Advertising Executives Elects Leslie M. Barton President

IS a position charge on definite pages and an extra charge for special position on a certain page a desirable policy?

When advertisers do not pay for position, is it desirable to run certain firms always on the same pages?

These two questions, among about forty topics submitted for open discussion at the annual convention of the International Association of Newspaper Advertising Executives, brought forth opinions of informative value to national advertisers. The subjects were suggested by Frank T. Carroll, assistant business manager of the *Pittsburgh Press*.

In the discussion which followed, Harvey R. Young, of the *Columbus Dispatch*, and president of the association, asked for the views of Louis Wiley, of the *New York Times*, who said:

"We think if an advertiser wants a special service superior to that of some competitor or contemporary, he should be willing to pay for it. There is no reason why one advertiser should get an advantage over another advertiser at the same rate. Equal treatment to all indicates that a man who wishes a special service, special page, special position, should be willing to pay for it."

The next speaker, William Haskell, of the *New York Herald Tribune*, stated that a newspaper is for its readers so that when an advertiser gives a "must" or demand request order for a definite position that interferes with the proper make-up of the paper, then it is the practice of his paper to make a penalty charge and not a premium. In other instances where the make-up of the paper is not interfered with, an effort is made

to give the desired position without extra charge. Mr. Wiley explained that his paper did not regard its premium rates as a penalty to advertisers, that they should get benefits for the money they spend and that it was believed they did get a benefit from a special position.

An interesting sidelight into one of the effects of position contracts was brought to the attention of the meeting by Thomas Rees, of the *Springfield Illinois State Register*. He pointed out that some advertisers request special position with the idea that, in the hurried make-up of a daily paper, copy will be placed elsewhere. "When you enter

into a contract providing special position at the run of paper rate, you practically agree to give more or less of your advertising at a cut rate," Mr. Rees said, "because in the course of time you are certain to have misplaced advertisements."

When advertisers do not pay for position, is it desirable to run certain firms always on the same pages?—the second phase of the discussion—brought forth this comment from G. W. Roche, *Spokane Daily Chronicle*: "We feel that when an advertiser desires something from a newspaper, he should give the newspaper something in return." So, in regard to page advertisements, early copy gets the first page, the next copy to come in gets the second position, and so forth through the paper. In that way, the paper is enabled to get early copy which, he explained, is a great advantage.

In a discussion on rates for co-operative advertisers versus non-co-operative advertisers, consideration was given to the practices of



LESLIE M. BARTON  
NEW PRESIDENT OF  
THE ASSOCIATION

those national advertisers who place less-than-page copy on the proviso that dealers take small-space advertisements to fill out a page. Some manufacturers, it was stated, are now trying to make the local sales departments of papers work overtime to advertise their product and get large space for very little money.

A proposition that came to the attention of J. K. Groom, of the Northern Illinois Group, was humorously described in connection with the topic, "Should Newspapers Secure Testimonials for Manufacturers?" He told how samples of a product for use on the feet had been received together with a request that these be given to two policemen, two preachers and two store girls. Printed letters were enclosed which the trial users were to sign as testimonials. A paragraph protected the advertiser and his agent against any damage suit these so-called testimonializers might bring but it did not protect the newspaper.

The effect of the competition of radio broadcast advertising is something to which publishers should give serious thought, in the opinion of A. Schaefer, Fort Wayne *Journal-Gazette*. He told how a local station in his community is receiving in excess of \$100,000 yearly from national and local advertisers, a circumstance which, if duplicated in other cities, he declared, will have alarming consequences on the business of publishers. For that reason, Mr. Schaefer condemned editorial agitation for local broadcasting stations under the misguided intention of promoting civic pride.

Frank E. Tripp, general manager of the Gannett Newspapers, expressed himself in agreement with the views of Mr. Schaefer, declaring that publishers lacked wisdom and foresight in the handling of this situation. In his opinion it is not so much an advertising problem as it is a news problem. "There isn't any reason for any newspaper," he said, "publishing in anything but the highest-paid space any radio program because it is not only advertising

but competing business to the institution in which you are engaged. The situation in automobile advertising was brought on by that very process and what are we trying to do? We are trying to get out of the 50-50 and 30-70 basis and get it into honest-to-goodness rates."

Changes and activities within the rubber industry have resulted in the putting of a tremendous amount of news value in automobile tire advertising, the newspaper executives were informed by William O'Neil, president of The General Tire & Rubber Company. The tire manufacturer needs the daily newspapers to tell today's story of his merchandise with convincing words and pictures; he wants his tire news advertising in the newspaper next to the rest of the important news, said Mr. O'Neil.

A large reproduction of the emblem recently adopted by the association was on display during the convention. It is in the design of a keystone and is the creation of George M. Burbach, advertising manager of the St. Louis *Post-Dispatch*. It carries the slogan, "Newspaper Advertising Is National Advertising," originated by Earl H. Maloney, advertising manager of the Peoria, Ill., *Journal-Transcript*.

The annual trophy awarded by A. L. Shuman, of the Fort Worth *Star-Telegram* and *Record-Telegram* for the best plan submitted to the association for increasing lineage, was presented to the Decatur, Ill., *Herald*. Mr. Shuman announced that next year, in addition to the trophy, he would donate \$100 to go to the man responsible for creating the prize-winning campaign.

Leslie M. Barton, advertising manager of the Chicago *Daily News*, was elected president of the association, to succeed Mr. Young. Don Bridge, advertising manager of the Indianapolis *News*, who has been secretary-treasurer for the last five years, was elected vice-president. Irving R. Buntman, advertising director of the Milwaukee *Herold*, is the new secretary-treasurer.

—and common sense.

**Hanff-Metzger**

Incorporated

**Advertising**

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

# A Retailer Capitalizes on His Community's Prestige

John David, New York Merchant, Uses Large Newspaper Space to Identify Himself with Metropolitan Style Leadership

WHEN a merchant seeks, in his local advertising, to make his community proud of itself, he is trying to do something which is of considerable interest to other merchants and to manufacturers who sell their products through such merchants. John David, who operates eleven men's furnishing stores in New York and Brooklyn, is now conducting an advertising campaign of this kind. A series of advertisements, nearly full page in size, began in May, to appear in New York and Brooklyn newspapers on a one-a-week and a two-a-week schedule. The campaign is planned to run a year. It aims to make New York proud of itself as a style leader in men's wear among American cities and to associate the John David store with the style leadership New York holds.

The way in which this is being accomplished will interest other advertisers who desire to capitalize community prestige in their advertising. It is not meant by this that every small town is a New York, nor every merchant a John David. However, every city has some feature of which it is proud and opportunities exist for progressive merchants to identify themselves with their towns to mutual advantage. Often it is pos-

sible for manufacturers to suggest these things to their dealers. Hence, a brief description of the John David campaign is apropos.

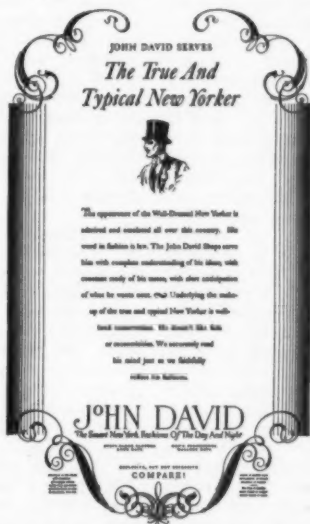
The copy story behind the campaign is built upon a three-legged argument. One leg of this argument is the rapid growth of the

John David organization during recent years and the opening of new stores and enlargement of present stores. Another is the position the company occupies in the New York retail field. This position is one of middle ground as between retailers of high and popular-priced merchandise. The third leg is New York's reputation as the style leader of the country.

One of the first advertisements in the series is entitled, "Correct New York Fashion Is the Reason

for the Rapid Growth of the John David Shops." A second advertisement is entitled, "The Seal of New York Taste Is on Everything John David Presents." The copy suggests that John David stores enjoy the patronage of discriminating New Yorkers.

Other advertisements in the series are entitled, "John David Serves the True and Typical New Yorker" and "We Clothe the Sportsman in Accord with New York Ideas."



LARGE SPACE IS BEING USED IN NEW YORK AND BROOKLYN NEWSPAPERS

# Increasing The Per 1000 Response

We are spending \$1500 a month in The Telegram-Gazette, Worcester, Massachusetts, to make the readers of that paper read your advertisements oftener and more thoroughly.

We are convinced that if your advertising makes people want more of your product, our advertising will make them read your advertising more, and more thoroughly. That will make your advertising in our newspapers more valuable.

Since January, 1927, we have been regularly publishing this campaign to increase reader interest in advertising. The copy and illustrations are prepared by The W. G. Bryan Organization of New York City and equal in character and interest the best advertising copy from the best agencies.

Before this campaign was started The Telegram-Gazette equaled, as a valuable advertising medium, any newspaper in a community of the same population and exceeded most.

The results from this campaign to date have definitely proven that readers can be persuaded to be more deeply interested in and responsive to the advertising which appears in newspapers.

So we shall continue the campaign because it makes your advertising more valuable to you.

Our survey showed that, before starting this campaign, The Telegram-Gazette already reached 93.5% of the newspaper buyers of Worcester and 73.8% in the suburban territory. That left only 6.5% of the present city population plus the population growth in which to increase city circulation. So this campaign to increase reader interest in advertising and response per thousand readers joins with the increase in circulation to increase advertising results.

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block, Inc., *National Representative*

New York Boston Chicago Detroit Philadelphia San Francisco

there's a reason

**The Tulsa**

*"Oklahoma's Greatest"*

**Publishes More  
Than Any Newspaper**

### **The Magic Empire**

The Magic Empire (The Tulsa Market) constitutes an area within a 70 mile radius from Tulsa, and contains 40% of the state's total population; produces 60% of the individual income tax returns and 47% of the state's automobile registration.

73% of the paved concrete highways of the state radiate from Tulsa, forming a network of paved highways through the Magic Empire in every direction, making all points in this radius easily accessible to Tulsa, the hub and prime market center. During the year of 1927, Tulsa's retail business amounted to 110 MILLION DOLLARS.

***Most Advertising***

***Most Circulation***

**TULSA  WORLD**

*The newspaper that made The Magic*

eaon - - -

# Tulsa World

's Greatest Newspaper"

## Prepaid Advertising Newspaper in Oklahoma

### The Tulsa World

The Tulsa World is responsible for the development of the Magic Empire Market Unit and is the only newspaper that gives a thorough coverage of this market. The World utilizes every method of transportation facility to serve the Magic Empire with a Live, Late, and Up-To-Date newspaper. The delivery system of the World in the Magic Empire has no comparison and Tulsa World advertisers are cashing in on increased sales from this market.

Only One Newspaper—The Tulsa World with a circulation of 69,005 Daily and 70,742 Sunday is the only newspaper you need to place your message before the families of the Rich Magic Empire—In fact, no other newspaper even claims to cover the Magic Empire as does the Tulsa World, day after day.

st Culation

**Best Results**

**TULSA  WORLD**

Mag Empire Oklahoma's Greatest market unit.

# Making Picture Patterns of the Commonplace

Really Remarkable and Artistic Effects Secured by the Camera When Inartistic Materials Are Scientifically Composed and Lighted

By a Commercial Photographer

THERE had been a pick-up delicatessen lunch at the studio and one member of the party, a highly artistic professional photographer of my acquaintance, began to lay out a strange pattern on a square of gray cardboard which had been placed on one of the tables. It was a conglomerate mixture of presumably inartistic ingredients which went into the odd piece of designing he engaged in and there were skeptical comments as to the outcome of the arrangement.

This artist was painting a picture in such incongruous remnants as slices of apple, white and brown bread, sausage, some stuffed olives, tiny pieces of lettuce and parsley. There was a quartered Bermuda onion, and a green pepper and four saucers.

The studio camera was placed in such a position that it could be pointed downward on this unique arrangement, and at a slight angle. The lighting was by no means accidental, by the way. A day later, the negative was developed and a really beautiful picture exhibited to an admiring group. The pattern of light and shade, of cunningly positioned fragments, of repeated units and adjustments of perspective, all united to arrive at something which had been in the artist's imagination at the very beginning.

It is little short of miraculous today to find to what an extent the commercial photographer has been able to find illustrative beauty in elements usually looked upon as ugly, drab, commonplace and not

adapted to graceful picture presentation. To an appreciable degree, the manner in which the subjects are lighted and composed determines the ultimate artistic



When you come to anti-friction bearings, know this.—the final cost of Ball Bearings is a saving — —

The New Departure Mfg Co  
Bristol, Conn.  
NEW YORK SAN FRANCISCO

New Departure  
Quality  
Ball Bearings

CLEVER LIGHTING AND ARRANGEMENT GIVE THIS BALL BEARING BACKGROUND CONSIDERABLE ARTISTIC CHARM

merit of the completed print. The list of articles just mentioned as going into one negative were commonplace to start with and remained so, inherently, to the end. It was their scientific juxtaposition, their layout, the relation of one unit to another, the shadows thrown, under proper lighting conditions, that brought the beautiful picture. Patterning is a very great and important art in itself. Where an object might be ugly, as an in-



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ANNOUNCING

4

COLORS\*

*in*

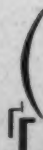
**Farm & Fireside**

*The National Farm Magazine*

READ IN MORE THAN  
1,200,000 FARM HOMES



The color facilities of The  
Crowell Publishing Company  
are now extended to advertis-  
ers in the national farm field.



# *Beginning –*

*in the*  
**FEBRUARY 1929 ISSUE**

# *Closing Date –*

**4-color Insert and Cover forms  
close the FIRST of the SECOND  
month preceding date of issue.**

# *Price –*

	Inserts (Per Page)	2nd and 3rd Covers	4th Cover
2 colors		\$2,900	\$3,900
4 colors	\$4,800	\$4,800	\$5,800

## **Farm & Fireside**

*The National Farm Magazine*

**READ IN MORE THAN  
1,200,000 FARM HOMES**

**THE CROWELL PUBLISHING COMPANY**

**FRANK BRAUCHER, Advertising Director**

**250 Park Avenue, New York**

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dividual thing, it can very easily be transformed into an attractive design when repeated and made into a pattern.

Advertisers in many lines have profited by the discoveries of the photographer's studio. In the industrial field, homely devices and inartistic mechanical themes have been made into illustrations at once daringly original for advertising campaigns, and equally pleasing to the eye of an artist. Where once the advertising sections of industrial publications were homely to a degree, they are, today, very apt to take on considerable artistic charm.

I have seen pages made up of views of nuts and bolts and screws, so imaginatively composed that they were worthy of a place in an art journal, and remarkable studies in light and shade and patterning. Nor is the commercial identity of the manufactured article sacrificed in the least.

A campaign for ordinary steel nails of various sizes was illustrated by an art photographer with vision, and recently won an important prize in a Western camera contest, with 700 subjects competing for prizes. In one of these pages, a shimmering yard of white silk was first rippled out on a studio stand. Then three sizes of large nails were pattern-placed upon it, but with an eye to balanced design, of course. It required the better part of a day to arrange the layout, prior to any camera work. In order to arrive at certain results, one side of every nail was gone over with luminous

silver watercolor paint. This, in the negative, intensified a certain highlight effect which was desired.

By placing batteries of exceptionally strong lights in a certain manner, long, attenuated shadows were cast by each nail across the surface of the white silk. These shadows played a highly important part in the ultimate beauty of the pattern.

Catalogs in which mechanical parts must be featured gain much by the new system of pattern photography, where the duplication of a single object becomes strangely attractive under the skilled direction of an artistic photographer.

An artist placed twenty spark plugs on

a mottled surface sheet of wallpaper, forming them into sweeping spiral shapes, and the light, in this instance, was turned on at the left only. This negative was quite artistic enough to form the basic design for a fabric.

An industrial paper series was illustrated not long ago in a really beautiful spirit by weaving a pattern of metal parts against a background of tapestry brick, and the camera pointed downward on the layout from the second story of the plant, a vivid sun playing upon the staged pattern.

It should be emphasized that in the majority of instances it is the duplication of a unit that supplies this rather mysterious visual interest and artistic illustrative effect. The single object might not be appealing at all.

One of the most remarkable in-



HOW A FEW BURKE GOLF BALLS HAVE BEEN SO ARRANGED AS TO PRODUCE AN ATTRACTIVE ADVERTISING ILLUSTRATION



*The* **Bulletin**  
*of Marketing Facts for Agents & Advertisers*

## Dr. Godfrey defines the "BUYERS' MARKET" for National Advertisers

"A Buyers' Market is one in which new wants must be created because old wants have been over supplied!"

—says *Dr. Godfrey*



IN a remarkable address to the I. A. A. at Detroit, Dr. Hollis Godfrey, President of the Engineering-Economics Foundation impinges upon the advertising world with an entirely new conception of the function of advertising in a buyers' market.

Upon the basis of an exhaustive scientific inquiry con-

ducted by the Foundation for the purpose of determining the nature and causes of the growth of wealth, Dr. Godfrey has definitely established a sequential relationship between what he has termed "Factual Wealth" (i.e., knowledge) and "Material Wealth" (i.e., goods and services in use).



This relationship and its interpretation, now commonly referred to as the Godfrey Principle of the Growth of Wealth, at first received attention in scientific circles only. But its implications as to the function of advertising and the business press in selling the existing buyers' market were so amazingly significant

that leaders in both fields became interested. Inspired by this interest and for the common benefit of the advertising world on the one hand and of the Business Press on the other, the A.B.P. has undertaken the promulgation of the Godfrey Principle as a service of utmost and timely importance.

## Effective Aid from the Business Press

IT also becomes obvious that the common concept as to function of the Business Press in the development of industrial markets and the service of individual enterprise must also be revised in the light of The Godfrey Principle.

The A.B.P., therefore, through this series of "bulletins" and through other means proposes to point out the application of The Godfrey Principle to the problems of advertisers, agents, and business

paper publishers—with a view to encouraging a study of the more detailed literature dealing with this new marketing factor which it has prepared and assembled for free distribution.

Reprints of Mr. Godfrey's remarkable speech at Detroit are now available at A.B.P. headquarters—also copies of Dr. Godfrey's monograph, "The Growth of Wealth." Both will be sent on request to advertisers and agents.


## The "Job Ahead" for Advertising

CAREFUL study of the Godfrey Principle in relation to National Advertising and Modern Merchandising indicates the need of an entire reversal of the current professional attitude toward these twin factors in Market Development—BOTH AS TO TECHNIC AND POLICY.

It is evident that Dr. Godfrey's

work has uncovered a third factor in market development which promises to play a vital part in developing sales and establishing new outlets for the products of industries.

*"Every A.B.P. Paper is an A.B.C. Paper and a LEADER in its Field!"*

The Associated Business  Papers Inc.  
No. 52 Vanderbilt Avenue New York

dustrial series I have observed in several years featured in each instance as the chief pictorial subject a mere, cold, unmanageable steel casting. Under any and all circumstances, it might well be looked upon as the very last thing to make into a beautiful composition.

This was known as the "medallion series," because each illustration resembled a raised plaque. There was much of the feeling in these illustrations of a coin with its raised surfaces. And the casting gave the interesting appearance of being modeled in clay or plaster, or even cut from some dark stone.

A modeler in clay, as a matter of fact, was partly instrumental in building the series. With clay, he made up twenty-four inch deep raised plaques, rimmed in some instance, ribbed in others, and with the company name in raised letters around the outer edges. One was circular, another in the shape of a shield, still another an octagon. Now the castings were placed in the center of the medallions, and held in place with hooks and putty, hardened.

The next step was to suspend these plaques before the camera and photograph them under the correct and scientific lighting conditions. Very little retouching was necessary to produce the effect of a series of beautiful, modeled or sculptured plaques. Detail was simplified, but a sufficient amount of it was retained to satisfy even the most exacting manufacturer.

The series in question was so altogether fine and artistic that it became, later, the illustrative feature of a handsome catalog. These medallions were printed in a very deep brown on sheets of

silver paper. It was one of the most appealing, dignified and impressive selling documents I have ever seen, and vigorously original.

The look-down point of view has made such compositions possible and not until recent years



HOWEVER SIMPLE A PRODUCT MAY BE IT CAN BE TRANSFORMED IN DUPLICATE INTO MARVELOUS DESIGNS

have photographers seemed to realize the remarkable effects which could be secured.

A Morris & Company magazine page undertook to visualize the wide extent of national distribution, quick cross-country service and refrigerator car planning which mean fresh meats to every nook and corner of the United States. This illustration-story was a look-down photographic arrangement, done in an exceedingly novel manner.

A very large railroad map of the territory was placed on a flat surface and pinned down. From a toy store, dozens of miniature toy freight cars were procured. Incidentally, they now make these little cars perfect as to the finest

detail. Now the cars were actually placed on the map, at strategic points, designated by the company officials, and along the routes taken by the black designating railway lines.

With the camera placed at a slight angle, and above, it was possible to make an exceptionally interesting composition. Each little freight car cast its shadow, increasing the effect of realism.

In so many instances, incredibly novel results are obtained by the use of miniature props, in the manner suggested above. With nothing to compare the large with the small, the eye is adroitly deceived and subjects which would otherwise be impossible to secure, are easily and quickly caught by the alert camera.

Grained wood serves a useful and artistic purpose as a background effect on which to pose "ugly" objects which are to be made into pleasing and even beautiful illustrations by sheer force of composition, lighting and patterned layout ideas. The graining shows up clearly, and in conjunction with shadows, is likely to produce effective results.

However simple the individual object may be, it can be transformed, in duplicate, into very marvelous artistic designs. In a Luden's cough drop magazine advertisement, the argument was set forward that the smoker of cigarettes may go through ten of them, nibble a Luden's and find the same flavor and pleasure in the eleventh cigarette as he did in the first. To illustrate this, eleven cigarettes were photographed, pattern-style, against a gray background. They looked as if suspended in the air, with deep shadows on the gray, beneath them. It was as attractive as some complex wallpaper pattern.

### Will Join Rome Wire Company

Harry C. Wilder will resign as director of sales of the Northern New York Utilities, Inc., Rome, N. Y., effective August 1, to join the Rome Wire Company, of that city, in charge of public utilities sales.

## Data on Registering Trade-Marks

BENNETT-WILLIAMS COMPANY, INC.  
HIGH POINT, N. C.

*Editor of PRINTERS' INK:*

Please inform us the name of the government department and address where we may secure application blanks and other data necessary for registering a trade-mark.

A stamped, self-addressed envelope is enclosed. Thank you.

J. L. WILLIAMS.

THE Commissioner of Patents, United States Patent Office, Washington, D. C., has the following pamphlets available for free distribution: "Registration of Trade-Marks" and "General Information about Protection of Trade-Marks, Prints and Labels."

These two pamphlets contain information on the Federal registration and protection of trademarks and trade names.—[Ed. PRINTERS' INK.]

### Wishing Us Many Other Anniversaries

GEORGE BATTEN COMPANY  
NEW YORK, JULY 13, 1928.

*Editor of PRINTERS' INK:*

I congratulate PRINTERS' INK on its fortieth anniversary and hope that it will live to celebrate its fiftieth and one hundredth and many other anniversaries as I am sure it will. It is one of the publications that come to this office that is read every issue, and I really would not know what to do without it.

F. M. LAWRENCE,  
Secretary.

### A. M. Gottschall Joins New Orleans Agency

Alvin M. Gottschall, for the last seven years engaged in advertising and marketing research work in New Orleans, has joined Bauerlein, Inc., advertising agency of that city, as an account executive.

### Joins Lynchburg, Va., Agency

Miss Vivian Ross, formerly instructor of advertising in Indiana University, has joined Allen-Jennings, Inc., advertising agency, Lynchburg, Va., as a member of the copy staff.

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**COMMON INDUSTRIAL MARKETING**

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# Advertising undergoes some self-analysis —and likes it!

Every man engaged in advertising . . .

Every executive investing in advertising to make his business more prosperous . . .

Every individual questioning the believability or the economic importance of advertising

will render a service to himself and to his business by studying the "truth-about-advertising" talks made last week at Detroit before the 24th annual convention of the International Advertising Association.

Outstanding discussions of advertising's responsibilities, its merits, demerits and opportunities were presented by leaders of business, advertising and education, some of whom were obliged to respond to encores.

That organized advertising is capable of doing its own policing and that it is fully awake to the need for minimizing guesswork and accelerating advertising as a science, was apparent to those who attended the convention sessions. The convention was no advertising love-feast.

## McGRAW-HILL

New York

Chicago

Cleveland

St. Louis

Phila

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AND ADVERTISING PROBLEMS

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[[ No. 30 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising. ]]

McGraw-Hill congratulates the speakers and the committee that planned and carried out the convention's program.

In the industrial field of advertising, the McGraw-Hill organization is endeavoring to make it easier to achieve the objectives defined at Detroit for general advertising. It was in this spirit that *Industrial Marketing at Work* was published last year . . . to give industrial advertisers and their advertising agents a basic method of procedure for finding profitable markets and cultivating them at minimum expense.

A copy of this research may be obtained by addressing the nearest McGraw-Hill office.

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## L PUBLICATIONS

Philadelphia

San Francisco

London

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# The Latest Announcement of the Publishers' Conference

The Federal Trade Commission Indicates That It Has Undergone a Change of Heart

**I**N the last six issues, **PRINTERS' INK** has published letters received from publishers, advertising agencies, and Better Business Bureaus commenting on the publishers' conference called by the Federal Trade Commission. Our purpose in publishing these letters, as well as our purpose in commenting editorially on the conference, has been to place before the Commission evidence that its original object in calling the meeting was incorrectly conceived.

When the Commission held its preliminary meeting in New York, as described in **PRINTERS' INK** of June 28, it was evident that it had undergone a noticeable change of heart and that it was no longer inclined to adopt so harsh an attitude toward publishers as had at first been in evidence. A recent statement of matters pending before the Commission indicates a still more lenient frame of mind.

In this statement, the Federal Trade Commission says: "The Commission on June 4, 1928, authorized a trade practice conference for publishers of periodicals. The subject suggested for discussion is co-operation of periodicals in formation of rules intended to eliminate false and misleading advertisements." Compare that statement with the original announcement of the Commission in which it was declared that "A trade practice conference with publishers of periodicals in the United States has been authorized by the Federal Trade Commission for consideration of alleged unfair methods of competition said to exist in the publishing business."

The casual reader of the Commission's original announcement would logically conclude that the publishing industry was to be brought to trial before the Commission. The latest announcement leaves no doubt that the present purpose of the Commission is

simply to seek the co-operation and assistance of publishers in endeavoring to work out more effective methods of combating the fraudulent advertiser.

Some additional letters from our readers are published below.

THE CHAMBERS AGENCY, INC.  
NEW ORLEANS

*Editor of PRINTERS' INK:*

I am not in sympathy with the Federal Trade Commission dabbling into advertising. I do not mean to say that I am in favor of letting the crooks go the limit in misrepresenting and in making gross misstatements. On the other hand, we do not need any advertising censorship.

For a long while the thinking people in civilized countries have fought for a free press, a free expression in literature and in the fine arts. It is true that under the guise of freedom, some artists and writers have possibly overstepped the bounds. There comes a point at which the State must step in and suppress literature and pictures and sculpture when such works degenerate from art to obscenity. At just what point the State shall step in has been open to debate.

At any event, I am against too many regulatory measures for advertising. I believe that, like in everything else, the truth will come out on top. If a man advertises fraudulently, he will sooner or later be found out. Insofar as hurting advertising, I do not think that it is hurt by the crooks that are in the business any more than an erroneous philosophy hurts the right philosophy of the world. In every department of life and every department of thought, there is error and oftentimes fraud and lies. There must be some good reason why this is so. Perhaps it is allowed so that people will be trained to pick out the truth.

I am positively against the advertising of cures for consumption and I believe that if I were running a great newspaper that I would protect my readers to the extent of keeping out that kind of advertising. On the other hand, I would not try to keep out everything that was on the borderland of truth, any more than I would keep out the speech of some radical or the opinion of a man because his opinion was against the established order of things.

Furthermore, I do not like too much regulation. I do not believe the Government should attempt to regulate every detail of our daily lives. I therefore do not believe that the Government, or any body or its bureaus, should attempt to regulate the expression of

public opinion to too great an extent.

I believe that the advertiser should be allowed to stand or fall on his own statement. If he proves himself to be a liar, nobody is hurt more than he himself. The little boy who cried, "wolf, wolf" to fool the people, was finally eaten up by the wolves. Fraudulent advertisers finally meet the same fate.

It is true that the fraudulent advertisers can get away with a great deal of money before being found out. But after all, the people that lose their money to these fraudulent advertisers would often lose it to somebody else. If they are so unsophisticated as not to know what they are going into, they would be simple enough to hand over their money to some "get-rich-quick Wallingford" in their home town.

I am not making a plea to allow fake stock promoters and other shady financial advertisers to have free play, but I would rather have some money lost on fake stocks now and then, than to have the channels of expression closed so that every time you wanted to say anything with any "punch" in it, you would have to have your advertisements passed on by the Board of National Censorship, or one of its subsidiaries.

S. O. LANDRY,  
President.

#### THE FREMONT COMPANY NEW YORK

Editor of PRINTERS' INK:

Although the practice of fraudulent advertising is a grave situation which will eventually injure the advertising and publishing business if it is permitted to continue unmolested—nevertheless, I feel that it would be unreasonable to demand that the publisher or perhaps the advertising agency shoulder the responsibility for those who wilfully plan to defraud the public to meet their own gains.

Why should the publisher, who, unknowingly, is the innocent tool in the hands of defrauders shoulder this responsibility? Would the law destroy an automobile because the driver was caught speeding in it? Or, the manufacturer of the car because he made vehicles that people could speed in?

S. ROBERT FRIEDMAN,  
President.

#### "NATURE MAGAZINE" WASHINGTON, D. C.

Editor of PRINTERS' INK:

We did receive a notification from the Federal Trade Commission relative to a publishers' conference designed to prevent misleading advertising from getting into various magazines. Being extremely careful as to the character of advertising matter going into the *Nature Magazine* we, of course, concurred in the advisability of a conference of this character and so notified the Federal Trade Commission. We do not, however, believe that the publishers should shoulder the legal liability for any misleading advertising matter that might get into the columns of their publication, and would not be a party to any agreement transferring such liability, which should rest on the ad-

vertisers. We quite agree with you that to saddle the publishing industry with this additional responsibility and expense would be unjust. Even with the most careful supervision of accounts it would be extremely difficult to eliminate every complaint that might arise as the result of an advertisement.

*Nature Magazine* does scrutinize every bit of copy that goes into its advertising columns. It does not accept patent medicine advertising, shot gun and ammunition advertising, tobacco advertising, etc., and a single complaint from a reader of *Nature Magazine* not promptly and equitably adjusted by the advertiser is adjusted by this office and the advertiser forever banned from the columns of the publication.

Probably such action as this upon the part of other publishers would soon eliminate from the magazine field all advertisements of a false and misleading nature.

H. E. RADCLIFFE,  
Business Manager.

#### SAN BERNARDINO "DAILY SUN" AND "THE EVENING TELEGRAM" SAN BERNARDINO, CALIF.

Editor of PRINTERS' INK:

In our opinion it seems like one of the most impractical ideas which has ever been put forth with the object in view of terminating fraudulent advertising.

H. P. GRAHAM,  
Advertising Manager.

#### HUGHES, WOLFF & COMPANY, INC. ROCHESTER, N. Y.

Editor of PRINTERS' INK:

The Federal Government already has jurisdiction over dishonest advertising, in that it can deny to any publication the use of the mails to defraud. No more effective restraint could well be devised.

To saddle the responsibility for misleading advertising on publishers would not necessarily help matters. A publisher, after spending time and money to verify copy claims, might honestly believe the claims justified. But the Federal Trade Commission, with equal honesty, might judge otherwise. Then what?

I know from experience that the Curtis Publishing Company, Hart Schaffner & Marx and the Victor Talking Machine Company all maintain a rarely high standard of business ethics. Like millions of other Americans, I trust all of them unquestioningly. Yet in the current issue of *The Saturday Evening Post* Victor says of its machines, "You are listening to a popular concert-orchestra—in your own home!" Hart, Schaffner & Marx: "Dixie Weave suits give you a shirt-sleeve comfort with board walk style." Now it may be denied that any coat whatsoever is as comfortable as are bare shirt-sleeves, and it may further be denied that when one turns on his Orthophonic he is listening to an orchestra. Suppose the Trade Commission should adopt that silly position. Would Curtis have to pay damages to somebody? Phooey!

# A PAPER as Broad as



© Ewing Galloway

**K**EEPING step with multiple activities the textile industry is sinecure. Yet that is just what TEXTILE WORLD is doing 52 weeks of year. Its clientele is the whole industry. It knows no sectional demarcation, no borderland of either fiber or fabric.

You are thoroughly conscious of this as you turn through the pages of TEXTILE WORLD. In the same issue, you may read perhaps . . . of an impending meeting of cotton manufacturing executives in North Carolina . . . an account of sheep herding by airplane in Idaho . . . the statistical position of silk determined by Dr. L. H. Haney, the noted analyst . . . a technical article by Harold H. Phillips on knitting rayon. TEXTILE WORLD'S theatre of action is in every nook and cranny of the vast industry.



# adgauged as its Industry



it serves. It is a paper which makes its appeal to both types of executives—administrative and operating.

To advertisers we offer a medium which has the largest net paid circulation in its field. We offer a publication sold solely on its *contents* chronicling the activities of all the various inter-related units which make up the industry.

*Write for booklet*

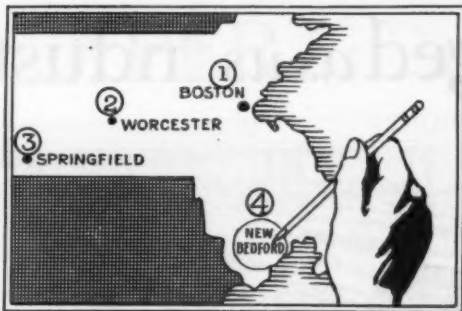
*"How to Sell to Textile Mills"*

## Textile World

*Largest net paid circulation in the textile field*

334 FOURTH AVE., NEW YORK





## An ideal testing ground for new products, sales or advertising methods

**I**N New Bedford you can obtain, for the smallest amount of money and effort, a reaction to your advertising and merchandising that will be typical of the entire New England market. New Bedford is the buying center for 160,000 typical New Englanders who consider cars, radio and silk stockings as necessities, rather than luxuries. They draw the third largest payroll in New England and they include the largest percentage of home owners of any group exceeding 100,000 in this section of the country.

With a per capita wealth of over \$3,000 these people have the money to buy your goods. The Standard Mercury's dominating circulation among this group makes it possible for you to reach the great majority of them through this one newspaper combination alone — and at the low rate of 10c a line flat. More facts and figures will be sent you on request. Write us or our representatives — the Charles H. Eddy Co. of Boston, Chicago and New York for more complete information on sales opportunities in New Bedford.

Members of the 100,000 Group of American Cities  
Member of the Associated Press  
Member of A. B. C.

**NEW BEDFORD**  

*market in Massachusetts  
covered by the*

# STANDARD MERCURY

But if the Commission permitted those statements to pass unchallenged where would it draw a definite line? Could Ivory Soap say, "On sale everywhere"? I know some places where it can't be bought—the office of PRINTERS' INK, for example.

No reputable publisher, agency or advertiser encourages liars. But liars can't be legislated out of existence. Let anyone draw up an anti-lie law and I will guarantee to write copy on virtually any merchandise—grossly deceptive yet conforming to the proposed bill. Any writer could.

So a law won't stop deceptive advertising. Are we, then, to be subject to the opinions of a Trade Commission? On that day American business will cease to be part of a republic; it will be under the dominion of an oligarchy.

Probably what Mr. Humphrey really has in mind is not to prevent the publication of misleading advertisements, so much as to prevent people from being misled. Our Government, having tried legislation to give people morality, may now try it to give them brains. Alas, that such efforts cannot be as successful as they are sincere!

No honest man condones grossly deceptive advertising. No, nor even slightly deceptive advertising. It should be stopped. But no Federal law will stop it. There is one law that will eventually reduce it to the lowest possible level—the law of business survival. That law is operating now, inevitably and continuously, especially through the self-interest of the honest, truthful majority. One example of its functioning is the Better Business Bureau, a powerful censorial organization voluntarily maintained by advertising people at their own expense.

ED WOLFF,  
Treasurer.

#### THE DALLAS "NEWS" DALLAS, TEX.

##### Editor of PRINTERS' INK:

We believe that the idea of holding such a conference ought to be discouraged for two reasons:

First, the power of the Federal Trade Commission conferred by law is in respect to "unfair competition," and in our opinion this does not extend to the advertising field.

Second, it seems to us strange that the Commission or any other body should propose to exercise control over advertising at this time when newspapers and magazines, through the efforts of the best of these, have made the situation freer from objection than it ever has been before within our knowledge.

The idea of subjecting publishers to responsibility for the publication of advertisements that turn out to be misleading is unthinkable. It would cause the intimidation both of publishers and of legitimate advertisers. No such responsibility should be visited upon publishers unless it be shown that they have a guilty knowledge of the falsity of the advertisements.

Further, a large share of newspaper advertising, perhaps a majority of it, is of intrastate business, but if the Fed-

eral Trade Commission is suffered to exercise authority over that subject at all, it would practically control all advertisements in newspapers, regardless of the scope of business.

W. A. DEALEY,  
Vice-President.

#### PASADENA "STAR-NEWS" PASADENA, CALIF.

##### Editor of PRINTERS' INK:

I do not feel that publishers should shoulder legal responsibility for misleading advertisements in their publications. Heaven knows, they already have enough responsibilities to meet.

CHAS. H. FRISK,  
Editor and Manager.

#### THE CHICAGO "Daily News" CHICAGO

##### Editor of PRINTERS' INK:

Here at *The Daily News* we have a code of ethics or principles of censorship that are based upon the fact that a newspaper owes a moral if not a legal responsibility to its readers in keeping its columns clean of misleading, fraudulent, offensive, or any other type of advertising that may be in the least objectionable.

Our medical and cosmetic censorship has cost *The Daily News* many thousands of dollars worth of advertising that has been rejected either because the copy is offensive, exaggerates or promises something that we do not believe is possible, or because the preparation contains chemicals that would be harmful if applied externally or taken internally. It is a provision of our rate card and contract forms that we reserve the right to edit or reject any advertising copy.

Where medical or cosmetic advertising is involved, our first practice is to ask the manufacturer for his formula. When this is not supplied we then buy a bottle or package of the preparation and submit it to our laboratory for analysis. This analysis and the advertising copy is then submitted to a member of our Board of Physicians for his opinion. In many instances the advertiser is willing to submit to the copy alterations that we make. Otherwise the copy is not accepted. This practice applies to any kind of preparation that might appear in the least objectionable.

Of course our censorship extends into the broader fields of merchandising. An advertisement may apparently be truthful, and yet the selling practices of the retailer may be such as to make it difficult, if not impossible for a person to buy the advertised merchandise.

We learn of such instances both through personal study and observation, as well as through letters of complaint from our readers, who have long felt that any type of misleading or fraudulent advertising does not appear in *The Daily News*.

It is my idea that publishers generally will resist the effort of the Trade Commission to place all of the responsibility for the bad practice on them. The difficulty of maintaining such a supervision as would be required by this practice

must be apparent to anyone and is evidently the reason why the Trade Commission desires to shift the responsibility. In my opinion, to make the publishers assume a legal liability for the acts of manufacturers and advertisers is wholly unfair and would not cure the situation.

L. M. BARTON,  
*Advertising Manager.*

BETTER BUSINESS BUREAU OF  
ROCHESTER, INC.  
ROCHESTER, N. Y.

*Editor of PRINTERS' INK:*

As to the suggestion of holding the publisher responsible for fraudulent and untruthful advertising, we are convinced that this would be unfair. It would lessen the effectiveness of the present PRINTERS' INK Model Statute.

We believe that more fraud is perpetrated through fraudulent methods of selling than is directly perpetrated through the advertising columns of newspapers and other publications. Assuming that a newspaper has been advised, or knows, that an advertiser is using questionable methods, it is not positive evidence that fraud will be committed and it is not fair to assume that it will be, without sufficient evidence to show it.

Newspaper advertising is more truthful and publishers are more careful of the copy they accept than ever before and they should not be penalized for something for which they are not responsible.

We believe all this can be determined at a conference and that the members of the Federal Trade Commission will be willing to accept helpful suggestions looking toward a satisfactory agreement with the publishers. Therefore, I am in accordance with the suggestion that a conference be held when convenient.

F. M. WILLSON,  
*Manager.*

EVANS, KIP & HACKETT, INC.  
NEW YORK

*Editor of PRINTERS' INK:*

I very much want to hold to the opinion that Mr. Humphrey is guided by the best of intentions, in his conference of publishers to discuss fraudulent advertising, and that his desire is to devise means whereby it can be definitely eliminated by stimulating the forces now at work in that direction; and I earnestly hope that that is his intention.

I am for him, as an individual, or for anyone else, or in fact for most any association or group which can and will extract this cursed ailment from the advertising body.

But I would far rather have it stay with us until it has eliminated itself, take as long as it will, than to have the problem in the hands of the Federal Trade Commission or any other Government agent.

If I have to admit that such an agency is the right and proper one to solve the problem, I live in dreadful fear that this may be interpreted as an admission that advertising should be under Government control. May this day be deferred until at least Gov-

ernment commissions, set up to regulate business, have proved their worth to business and society!

DAVID G. EVANS,  
*President.*

"WIRING FOR PROFIT"  
NEW YORK

*Editor of PRINTERS' INK:*

The idea of making publishers responsible for the truth of all advertising statements and claims made in their columns is due, in part, to a lack of knowledge of the conditions under which the publishing business is conducted.

It is quite evident that the publishers have a job in "selling" the Government and it may be that this proposed conference will furnish them an opportunity to do this selling job.

IRVIN J. SHULSINGER,  
*President.*

BETTER BUSINESS BUREAU OF  
LONG BEACH, INC.  
LONG BEACH, CALIF., JUNE 19, 1928.

*Editor of PRINTERS' INK:*

The writer has given your letter to W. E. Humphrey, chairman of the Federal Trade Commission, a great deal of thought and my conclusion is that the Commission cannot hope to bring about regulatory measures which will lay the responsibility of false advertising upon the publishers, but on the other hand I do see a great deal of good to come out of such a meeting as it will serve to bring forcibly to the attention of the publishers the need for more strict and whole-hearted co-operation with the agencies, who are endeavoring to keep advertising truthful and believable.

Possibly at this meeting there will come forth ideas for enforcement which will materially advance the work which is now being done and, consequently, good will result.

I am a firm believer that the tremendous amount of money wasted through the medium of false advertising can be greatly minimized and I look upon this conference, so to speak, as a means to an end. I shall be pleased to know the outcome of this conference.

M. E. RIDENOUR,  
*Manager.*

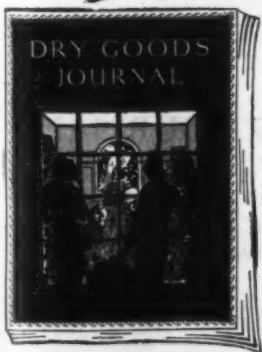
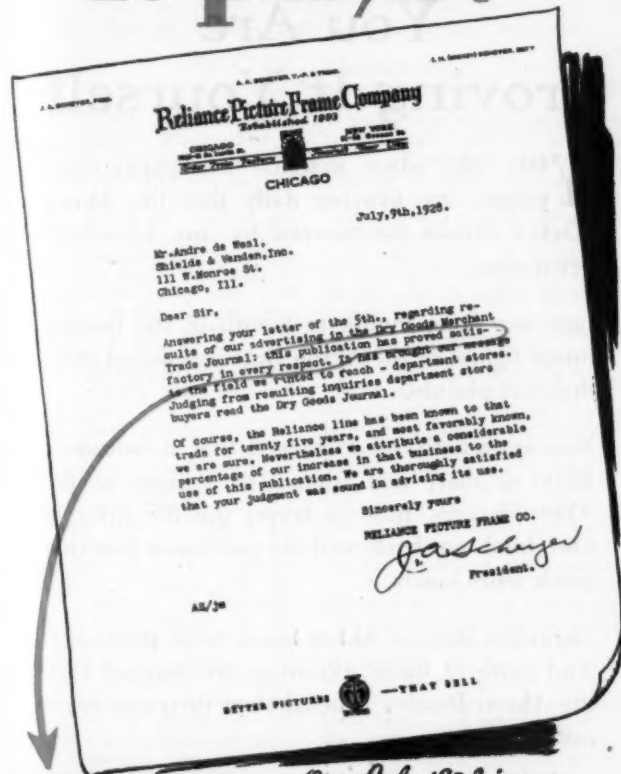
H. A. Goodwin, Advertising  
Manager, Continental Can

Herbert A. Goodwin, formerly advertising manager of Beaver Products, Inc., Buffalo, N. Y., has been made advertising manager of The Continental Can Company, New York, instead of The American Can Company as was previously reported in PRINTERS' INK.

New Account for Hazard  
Agency

Wonham, Inc., New York, exporter and importer, has appointed the Hazard Advertising Corporation, of that city, to direct the foreign advertising of its True Temper tapered rail joint shim. Foreign railroad magazines and direct mail will be used.

# it pays!



*Our July 1928 issue  
carried 36 1/2% more  
advertising than our  
July, 1927 number.  
There is a reason—  
Satisfied Advertisers!*

**DRY GOODS  
Merchants Trade JOURNAL**

Member of A. B. C.

**DES MOINES, IOWA**

181 Madison Avenue  
New York  
Ashland 7320

1800 Mallers Bldg.  
Chicago  
Central 4362

## You Are Proving It Yourself

**Y**OU who place national newspaper campaigns, are proving daily that the Akron Market cannot be covered by any Cleveland newspaper.

Increases from month to month in the foreign lineage figures of the Akron Beacon Journal show that fact plainly.

You apparently have learned that it consumes \$2.00 or more and from 2 to 3 hours of the Akron buyers' time to travel the 35 miles to Cleveland and back, making purchases just that much more costly.

Akronites shop in Akron much more profitably. And more of these Akronites are reached thru the Akron Beacon Journal than thru *any other publication*.

To get results in Akron—you must advertise in Akron.

## AKRON BEACON JOURNAL

*Member of the 100,000 Group of American Cities*

[[ STORY, BROOKS & FINLEY, Representatives  
New York Philadelphia  
Chicago Los Angeles San Francisco ]]

# What's Wrong with Bank Advertising?

The Banking Business Lacks a Merchandising Attitude

By C. W. Matheson

Vice-President in Charge of Sales, De Soto Motor Corporation

EVERYBODY in the world needs money. When a man or a woman or a business house needs money, nothing else can be substituted for it. A banker seldom, therefore, has to do a selling job. Generally speaking, only the large banks are engaged in actually selling the only thing they have to sell—that is, the use of money. It is because of this situation that many bankers, consciously or unconsciously, I believe, take the attitude when loaning money that they are actually doing the customer a favor.

I will leave it to yourselves whether the banker who adopts this reluctant attitude, this attitude of pushing the customer away, is not looked upon generally as typical of many bankers. When a man comes to that type of banker to borrow, that is, to buy, money, what does that banker do? Instead of studying the would-be customer's needs, finding out why he wants a certain sum of money, and looking at the problem first from the purchaser's viewpoint, with a true desire to help him solve his problem, he approaches the subject of the customer's financial status, in such a way, unfortunately, as to partake of the nature of an inquisition which often frightens or antagonizes the customer.

When we sell a motor car we assume that the customer knows he has to pay for it. We assume that if he cannot pay cash he realizes he must offer some ample guarantee that he will pay on a deferred payment basis. *But the first thing we do is to sell him the car.* We convince him that it is the very car he wants; that our service

is good, that we are good people to deal with. We do not bring up any unpleasant details—the question of money and how he is to pay it—until we have the man sold. What is true of selling automobiles is true of selling practically every piece of merchandise in the world, and I believe it is equally true of selling the use of money.

Please do not infer from this that I am helplessly ignorant of the caution with which a banker must conduct his business; that I am uninformed of the fact that he is the custodian of the money of others; or that he is limited by State or national laws. But despite the safeguards which he must throw about his business, I can see no reason why any banker should not endeavor to win the personal confidence and friendship of his customers. In most cases merely a friendly and helpful attitude would accomplish that result. Even if he cannot possibly give the customer the financial help he requires, he can at least evince an active desire to give him that help. In a kindly and practical way he can make suggestions on the customer's financial problem—usually suggestions which the customer needs or he would not be in the bank trying to borrow money.

This merchandising attitude as contra-distinguished from the cold, professional, traditional banking attitude, is, I believe, the first and fundamental step in cultivating the banking market. Everything else in bank merchandising, I am convinced, depends upon the adoption of this attitude and making it the basis of the efforts of all who are connected with the bank. Without this attitude any attempt to cultivate certain circumscribed markets would be futile.

Next I would make a most care-

Part of an address before the Financial Advertisers Association at the Detroit Convention of the International Advertising Association.

ful appraisal of all the values I had to offer my public.

I would then isolate those values or advantages carrying the greater weight of human appeal. I would constitute one of these the bellwether idea.

Then I would proceed to reiterate it forever after in plain, simple, persuasive English and see to it that it was always expressed in the daily salesmanship, manner, bearing and business morale of all of my executives and employees.

I would then undertake definitely and with a firm conviction of success to win lasting friends for my bank. I would make a determined effort to disprove the impressions which unfortunately exist among many who are actually afraid of the so-called unsympathetic banker.

In my advertising campaign, I would employ all means and mediums that have proved out successfully in selling merchandise, for the business of banking is a business of selling money and service at a profit just as the merchandising business is a business of selling goods at a profit.

I would cultivate those corporations or persons whose locations placed a premium of convenience upon my bank's service.

I would cultivate the firms, and the men and women, who were either commercial or savings customers of my bank.

The bank is a useful business agency. So is the trust company. Neither of them is the highly colored altruistic institution it is frequently depicted to be. There are advertisable values in both of them. They are not the values frequently advertised. The bank or trust company advertisement is usually written with such warmth and skill that it induces a glow of expectation. The glow is apt to subside—even if the bank attendant rubs his hands and smiles like a tooth-paste advertisement when he asks the inevitable and dispiriting question: "Well, what can we do for you?"

The disillusioning truth of the matter is that there is very little "we" can do for "you" unless "you" come in with the definite idea of making a deposit or nego-

tiating for the management of a trust.

In the latter case the banker or the trust company is not doing something for him—he is doing something for them. But the attitude of doing something is rarely dropped by the bank manager.

That particular type of banker is a most benevolent person. He exudes benevolence—and sometimes more than a hint of condescension. Why?

That isn't the way we sell motor cars. Or tooth paste. Or cigars. Or anything else.

When we sell these common-places we are the beneficiaries and comport ourselves accordingly.

Again I say that it's a good, safe rule for banks or any other business never to advertise what they haven't got. If they do, their sins of omission are apt to find them out. The perfectly obvious thing for the advertising counsel to do, therefore, when he approaches the bank or the trust company is to express himself in the argot of the moment and ask quite seriously: "What have you?"

Having found out what they have, it is his business to tell about it simply, clearly and honestly. People are still as much interested in the superior soundness and strength of a bank as they are in any other of its attributes. There are ways of impressing that superior strength and soundness and safety uniquely and with persistence.

If I were in the banking business, I would not close my mind to any new advertising ideas that might be offered.

To say of a bank that it is as solid as a rock still awakens a responsive thrill. It's fine to add the modern frills and thrills which the age demands to any business. But the appeal of the old solidities and sanities still exists. They are worth considering in any advertising program.

And, in my efforts to determine and win my potential market, I would bear in mind there are no rules of procedure in advertising and merchandising applicable to successful business but that are equally applicable to banking.



# in 1 year

## -a menu favorite

**T**O Carroll Dean Murphy, Inc., Chicago, was entrusted the task of ushering in a new era in the packing and preparing of fine meats—the presentation of Hormel Flavor-Sealed Ham.

A nation-wide survey of hotel, restaurant, and home markets, in which this agency was materially assisted by the Institutional Food Bureau of the Ahrens Publishing Company, gave a foundation upon which to prepare the campaign.

Striking art work and telling copy did their share. Wisdom in the

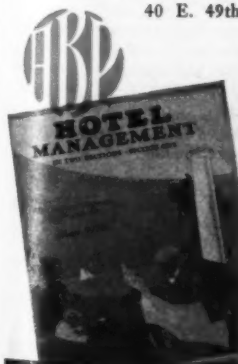
selection of media led to a consistent schedule in **HOTEL MANAGEMENT** and **RESTAURANT MANAGEMENT** in covering the great institutional markets.

**AHRENS PUBLISHING COMPANY, INC.**

Member of ABP, ABC, NPA

NEW YORK  
40 E. 49th St.

CHICAGO  
222 W. Adams St.



from

## MAINE to CALIFORNIA—

fashion whims and bare necessities make retail cash registers ring up 12 BILLION DOLLARS in yearly sales.

Fashion whims are just as important to Main Street as they are to Fifth Avenue—while bare necessities make no geographical distinction.

117 MILLION PEOPLE—with a total income of 90 BILLIONS annually—are all buyers. • *That's the Market.*

This entire market may be divided into six natural trading areas. Every successful national marketing campaign must reach and impress all sections.

**DRY GOODS ECONOMIST**, with its *established utility and editorial leadership* paving the way, is the logical medium of contact in each of these trading areas. It relays trends and reports every week to over 14,000 net paid subscribers in more than 9,000 stores who do a yearly business of FIVE AND ONE-HALF BILLIONS.

**DRY GOODS ECONOMIST** deserves **FIRST CONSIDERATION** as the medium for any selling message to department and dry goods stores.



*In subsequent issues of this publication, the ECONOMIST will tell how it covers the six natural trading areas.*

## DRY GOODS ECONOMIST

239 West 39th St.

New York City

*Offices in principal cities*

By Roland Cole

T

prise the B. & O. territory is reproduced. It occupies one-third of the layout space of the advertisement. Its legend reads, "Distance and Schedule to Washington." Fifteen principal cities are indicated by half-inch circles, the circles connected by lines from



*Adapted without compensation—of passages and facts—in the present edition to the property of the company. No copy right is claimed and none. The work is published in the United States, with a view to its sale with the public and*

**AFTER A FULL CENTURY OF TRANSPORTATION SERVICE**

America's First Railroad, having completed a full century of operation, now serves more than one thousand cities and towns on its five thousand miles of line with direct and dependable communication to Chicago and St. Louis for all points in the West, Southwest

It would not be difficult to rearrange Baltimore & Ohio schedules to offer shorter running time between cities on our line—

But, to the Baltimore & Ohio, a schedule is a measure of performance.

that must be dependably maintained where it is within our power to do so. Salary, Costing and Dependability must run as hard as hard.

Safety and comfort are provided by modern equipment and special features, while established "on-time" records are outstanding examples of Shimizu & Co.'s dependability.

The only railroad providing motor coach train connection terminal service to and from train and three stations in Greater New York.

## Baltimore & Ohio

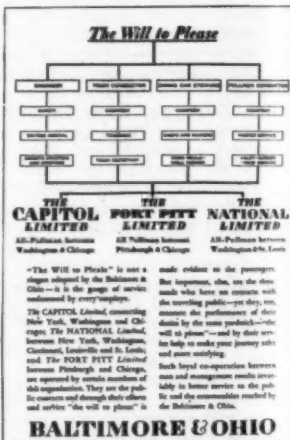
THE ONLY LINE BETWEEN THE EAST AND THE WEST PASSING  
DIRECTLY THROUGH WASHINGTON. LIBERAL STOP OVERS.

THE STORY OF THE R. & O'S, DISTANCES  
AND SCHEDULES MAY BE READ AT A  
GLANCE IN THE OUTLINE MAP

Washington. Each circle is lettered for (1) the name of the city, (2) the name of the B. & O. train that serves that city, (3) the number of miles of that city from Washington, and (4) the number of hours of that city from Washington; i.e., "Chicago," "Capitol Limited," "786 miles," "19 hours." Thus, at a glance, one may read the B. & O.'s story of its distances and schedules to and from Washington and between all the principal cities within its territory.

The second advertisement, used in newspapers, four columns by fifteen inches, contains a large chart which occupies over half the layout space. The caption of the chart is "On Time" Records of Washington's Two Finest Trains." Under this "The Capitol" is described, running between Washington and Chicago, in service for

almost five years, making 3,580 trips, a total of nearly 3,000,000 miles, with an average "on time" record of 96.7 per cent. "The National" is similarly described, running between New York, Washington, Cincinnati, Louisville and St. Louis, in service for nearly three years, making 2,120 trips, covering a total of over 2,000,000 miles, with an average "on time" record of 98.5 per cent. Thus the punctuality history of the company on its two feature trains is told most interestingly and intelligibly, and by means of a medium that is much more convincing to a business man than a mere statement. The graph method of presenting information is a familiar and acceptable method to increasingly large numbers of business people.



THE TEXT IN THIS ADVERTISEMENT IS  
MORE DESCRIPTIVE OF THE CHART THAN  
IN THE OTHER TWO

The third advertisement, used in periodicals, contains an "organization chart" design which succeeds in depicting the service and courtesy of B. & O. employees in quite a unique way. In this advertisement the message, which is printed in two columns in the lower half of the advertisement, is less general and more explanatory of the

## *Announcement*

WITH the first Sunday issue in September Color Gravure will be available to all national advertisers. Space will be sold in page units only. Page size of 1960 lines (7 columns by 280 lines). Flat rate 40 cents a line.

Effective same issue Monotone Gravure will be sold for 35 cents a line.

For years The HERALD has been the leading Sunday Gravure medium of Central New York, not only in national but local advertising as well.

## THE SYRACUSE HERALD

O'MARA & ORMSBEE, Inc., National Representatives

280 Madison Ave.  
New York City

Peoples Gas Bldg.  
Chicago, Ill.

General Motors Bldg.  
Detroit, Mich.

Monadnock Bldg., San Francisco, Cal.



A PHOTOGRAPH is *reality* put on paper. Whether you are selling houses or hosiery; soup or suspenders, a photograph carries conviction. They may admire art, but they *believe* photography. Let the camera tell your sales story. Your local commercial photographer will gladly assist you. You will find his suggestions decidedly helpful.



INTERNATIONAL

© 1928 M.A.C.



chart than is the case in the other two advertisements.

The use of these charts accomplishes three valuable things for the advertisements in which they are used: First, they multiply the attention-attracting value of each advertisement several fold through the eye-trapping power of a diagram or a map. Second, each map or chart is intrinsically interesting because the information presented is definite and specific and not merely general or vaguely optimistic. Third, the time-honored arguments of punctuality, service and courtesy are all dressed up in new suits of clothes and seem like sprightly and fascinating just-got-heres with something quite new and interesting to say on the things in which we are most interested.

## With Us from the Start

H. B. HUMPHREY COMPANY  
BOSTON, JULY 13, 1928.

### Editor of PRINTERS' INK:

I happen to be one of a few, I think, who have read pretty nearly every issue of PRINTERS' INK since July 13, 1888. I deeply regret that I haven't bound volumes of all issues, but I did not commence to have them bound until early in the 1900's.

I wish to offer my best wishes for a continuance of PRINTERS' INK for another forty years, and many happy returns of the day to you all.

HENRY B. HUMPHREY,  
President.

## "The Candy Factory" New Monthly

The Candy Factory is a new monthly publication which will be published by the National Trade Journals, Inc., New York. The first issue will appear in the fall and will be devoted to the confectionery industry.

## June Chain-Store Sales

Company	June 1928	June 1927	% Change	6 Months 1928	6 Months 1927	% Change
F. W. Woolworth....	\$22,400,364	\$20,407,282	9.8	\$125,280,501	\$116,767,639	7.3
I. C. Penney.....	14,129,186	11,617,185	18.0	71,753,618	60,759,807	18.0
S. S. Kresge.....	11,834,133	10,063,863	17.6	62,790,164	55,900,987	12.3
Safeway Stores....	9,192,248	6,649,186	38.2	47,598,794	34,394,262	38.3
S. H. Kress.....	4,765,921	4,110,848	15.9	27,247,312	23,359,047	16.6
W. T. Grant.....	4,365,845	3,299,118	32.3	21,290,958	17,064,970	24.8
McCrary Stores....	3,096,986	2,869,281	7.9	17,546,472	16,975,010	3.3
Childs Company....	2,042,298	2,281,565	-10.4	13,165,898	14,508,696	-9.2
G. R. Kinney.....	1,901,057	1,428,971	33.0	8,633,584	7,990,067	8.1
J. J. Newberry.....	1,621,432	1,168,335	38.7	7,444,429	5,381,689	38.3
Bird Grocery.....	1,506,419	1,268,536	18.7	8,723,538	7,664,874	13.8
F. & W. Grand.....	1,259,080	1,018,128	23.6	6,413,559	5,387,381	19.0
J. R. Thompson.....	1,208,974	1,173,163	3.0	7,316,838	7,178,615	1.9
Metropolitan Stores.	1,027,263	902,604	13.8	5,262,869	4,906,480	7.4
McLellan Stores....	984,064	767,512	28.2	5,019,974	4,246,435	18.2
American Dept. Stores	967,893	660,132	46.6	5,932,439	4,089,447	45.0
Peoples Drug.....	924,433	651,708	41.9	5,196,372	3,747,453	38.7
G. C. Murphy.....	881,403	731,844	20.4	4,766,148	4,188,347	13.8
Neisner Brothers....	818,868	506,576	61.6	3,714,377	2,592,524	43.2
Ross Stores.....	553,893	482,585	14.8	2,661,076	2,382,841	11.7
Loft, Inc.....	544,340	542,058	0.4	3,604,135	3,797,545	-5.0
I. Silver Bros.....	516,536	430,411	20.0	2,677,662	2,285,338	17.1
Davega, Inc.....	324,202	268,389	20.8	1,549,835	1,324,875	17.0
Cox Stores.....	293,869	227,523	29.2	1,658,223	1,270,062	30.6
Kinnear Stores.....	275,657	205,507	34.1	1,409,167	1,129,910	24.7
Fanny Farmer.....	259,861	247,950	4.8	1,780,111	1,712,415	4.0

Woolworth reports that of the increase for June, old stores contributed \$997,936, or a gain of 4.9 per cent in their business. In the six months, old stores were responsible for \$2,708,408 of the increase over last year.

S. S. Kresge reports that stores opened during the last six months of 1927 and the first six months of 1928, were responsible for sales of \$3,141,270. Of the total gain for the six months of 1928, the old stores in business were responsible for \$2,477,204, or approximately 36 per cent.

## NUMBER OF STORES IN OPERATION

	End of June			End of June	
	1928	1927		1928	1927
S. S. Kresge.....	451	398	Fanny Farmer.....	108	101
McCrary.....	223	211	Metropolitan.....	94	86
McLellan.....	140	116	Peoples Drug.....	76	47
J. R. Thompson.....	121	113	Loft, Inc.....	46	39
G. C. Murphy.....	116	106	Neisner Bros.....	29	20
I Silver Bros.....	25	21			

# Why Research in Advertising?

Because the Business World Demands More Facts on the Subject

By Charles F. Kettering

Vice-President, General Motors Corporation

**W**HY do we want to research? We are trying to fix what is wrong with the present-day trend and therefore one of the ways to approach and analyze the problem is to write down what is wrong with the thing you are doing or what is wrong with the article you are making. Maybe you cannot fix them all at once. Write down ten things that are wrong with it and that is enough for one day. It may take you ten years to fix it, but until you know and recognize that there is something wrong and that it needs to be fixed you have to understand that you have no crystallizing point around which information and facts will flow to help you crystallize that.

Back of all this as to whether research or advertising pays I was asked the question, one time, of what right a research man had to exist. They said, "You fellows are the great nuisances of commerce. You are continually changing what was a good product last year into an uncertain product tomorrow."

We have a reason and we have an answer for that question. It is a justifiable question to ask and it is also one which deserves a thoughtful answer.

The whole subject of research goes back to this fundamental principle, to make everybody reasonably dissatisfied with what he has got. There is where you and we collaborate 100 per cent because you people should be the apostles of dissatisfaction.

There are two great factors to advertising which appeal to us, one is the very temporary thing of doing today's work and remembering to move today's goods, but the other thing is the broadening influence and the expanding of human wants, because as we per-

fect methods of supplying needs, the question of supplying work comes on the scene and can be fulfilled only by expanding wants.

Therefore, if we do not continually expand the desires of people to have things which they do not now have, or may not now know of, then the research engineer must supply those things and the advertising man must express them.

There is more discussion today in management circles about the money spent in advertising than there has been since I have been associated with industry. That is a good sign that you ought to do something. We found that out in the engineering work. We used to do just like you people do. We used to call up and order things the day before we started production just like you call up and want an O. K. over the telephone for an advertisement. I don't believe an advertisement would be any good if it was O. K'd over three days before it had to go to press. In other words, the thing is worked too close. Changes on automobiles were made regularly every ten cars but finally the expense of that got too great and they began to talk about the expense of this thing. Expense, expense, expense! It costs too much; we don't want to change. Consequently the automobile business slowed down as far as changes were concerned and everybody said, "We are going to stay put because it is too dangerous to make a change."

The engineer said, "We can fix that. We can design this thing and run the test and prove the thing and give you a car a year before you need to put it on the market and you can study its manufacture and everything else. You can't tell what they are going to want next year. You can't furnish it if you are not going

Part of an address before the Detroit convention of the International Advertising Association.



# CONTINUOUS SUPREMACY!

*Every  
year*

**1928** will be another Big "SUPREMACY" Year for the Columbus Dispatch in Advertising Volume. The lineage record for the first 6 months of this year shows that this newspaper is maintaining its remarkable Leadership, exceeding the second paper by 98% during a 14½-year period.

Advertising Volume first six months, 1928

**DISPATCH - - 10,517,391 Lines**

**2nd paper - - - 5,880,383 Lines**

**COLUMBUS**

## Dispatch

*Ohio's Greatest Home Daily*

General Representatives  
O'Mara & Ormsbee, Inc.

GREAT  
CENTRAL  
OHIO  
MARKET

Total Net Paid  
Daily Circulation

### 118,209

—more than 93%  
concentrated in  
Columbus and its  
rich trading area

to try to find out why they might want something."

We started out to try to project what people might want in an automobile. You can see the trends or where they have come from and these trends are not very likely to have sudden ruptures one way or the other.

So the research end of an industry is the more advanced side of engineering. We are simply not interested in the automobiles that are built today or are going to be built next year or the year after; we are interested in the automobile that is going to be built in five, ten, fifteen or twenty years from now. The reason we are so interested in those automobiles now is because some of the problems that have to be solved between now and the next fifteen years must be started now. It is going to be a hand-to-mouth existence if you don't start them now just like it used to be.

We started to research fourteen years ago on something that today is an accepted principle—only two years ago. That thing is the first stage of a research that will continue for the next fifteen or twenty years and be a complete revolution, a complete change in what we know regarding combustion gasolines, and so forth. It is going to change the picture for the reason that we had to start years ago to work out a few fundamental principles and make a few measurements. Why didn't anybody do it before? They said you couldn't measure that thing. That is the first cry the advertising man makes when you come to this.

We couldn't do that fourteen years ago and we finished an instrument three months ago, after working on the thing, that measured the quantity in connection with the combustion engine when they said it couldn't be measured.

If you say it can't be measured, what steps in in place of that? Everybody's guess and opinion.

We put up a motto on the wall in the Research Laboratory which said, "Opinions will only be tolerated in the absence of facts."

Therefore, if that is the case there aren't any facts in advertising because everybody's opinion is as good as anybody else's. We know that that isn't so. We know there are a lot of facts in the advertising business. It seems to me that one of the most constructive things that you could do would be to appropriate some certain amount of money and pick out some fellow who isn't too conventional and who doesn't believe that the world is quite finished and let him start a research department for this advertising association.

### Death of Ernest Urchs

Ernest Urchs, manager of the wholesale department and head of the concert and artists department of Steinway & Sons, New York, Steinway pianos, died at New York, July 12. His association with the piano manufacturing industry extended over a period of thirty-four years and his work included not only the supervision of wholesale sales but brought him in contact with many eminent musicians. He sponsored many musical activities and developed a close friendship with Paderewski, Rachmaninoff, Hoffman and other musical celebrities. He was affiliated with nearly all important national and international movements for the advancement of music and at the time of his death was president of the MacDowell Memorial Association.

The cultivation of good-will and the building of prestige by businesses was a subject of much interest to Mr. Urchs. He recorded many of his thoughts and observations on this subject in an article which appeared in *PRINTERS' INK* MONTHLY of June, 1927.

Mr. Urchs was sixty-four years old at the time of his death.

### "Printers' Ink" Commutes to Larchmont

REMINGTON ARMS COMPANY, INC.  
NEW YORK, JULY 13, 1928.

Editor of *PRINTERS' INK*:

Allow me to extend my most hearty congratulations on the fortieth anniversary of *PRINTERS' INK*.

*PRINTERS' INK* is one of the magazines that I have first on my list. I usually put it in my pocket and read it on the train between New York and Larchmont. I always find something of interest in every issue.

SAUNDERS NORVELL,  
President.

### Start Advertising Business at Seattle

I. C. and Margaret Stwalley have started the National Post Directory Company, Seattle, as a general advertising business.



## A Poster That Faces Prospects All Day

**S**UPPOSE you could put posters before just the people you would like to sell . . . and keep those posters there day after day and month after month!

You can do just that with blotters. They are little indoor posters that get preferred position on the desk—confronting the writer about to answer letter or advertisement. And they travel free of cost on the unused margin of postage.

Today, desires have wings. Our interest flits from one ambition to another: cars, radios, electric appliances, oil burners, a home, furniture, travel.

We may have a burning desire next week to own something that interests us not at all today.

Blotters, because of their utility, often remind buyers of your

product or of your service just when they are ready to purchase. The *letter* sells those interested *today*—the *blotter* may sell those whose interest burns warm *tomorrow*.

The Dictionary of Blotter Advertising shows many ways in which these miniature posters are employed by national and local advertisers. This book (now in its fourth edition) will be sent free upon request. Standard Paper Manufacturing Co., Richmond, Va.

Specify ink-thirsty  
**Standard  
Blottings**

## DIRECT MAIL

*... a builder of business*

**D**IRECT Mail, correctly conceived as a builder of business, cannot be dismissed with spasmodic or tentative tactics.

Used as the powerful selling force that it is, Direct Mail must *above all* be harmoniously integrated with the entire selling structure. Thus linked, it then demands authoritative knowledge and specialized experience in its many details.

Our years of exclusive Direct Mail practice have ripened to adequacy, not alone in creating Direct Mail as a builder of sales, but in effecting the strengthening coordination of Direct Mail with all selling activities. Programs initiated along these lines have demonstrated their power to our clients.

Advertisers and agencies alive to the potency of Direct Mail will find an alliance with us of tremendous value. Now—when Fall and Winter sales plans are under consideration—is the time to consult with us on the effectual use of Direct Mail. An executive will call.

**COYNE & COMPANY, Inc.**

Whitehall  
7517  
7518  
7519

*Mail Advertising*  
131 DUANE ST.  
*New York*

[ *A complete versatile organization with the following chief facilities:*  
SALES COUNSEL—RESEARCH—MARKET ANALYSIS—PLAN—ART  
COPY—PRINTING—LETTER PROCESSING—ADDRESSING—MAILING ]

## Highlights of the Convention

(Continued from page 48)

whom it appeals as being useful. The real value, however, in such information is the use made of it by the publisher in his editorial service to all of his readers for all of their purposes."

In his remarks on advertising agencies and industrial research he said:

"Where an advertising agency is called upon by an industrial advertiser for a market study he certainly confronts a difficult problem. Not only must he know as much about the business as his client who has been conducting it for many years probably, but he must know, in addition, of the effect on that business of changes in other lines of business if he is to furnish service that is to be worth the cost of preparation. He must be in touch with original sources of data that are reliable and authoritative in their original form. He must understand how to apply raw figures that are produced in an authoritative form to the case in hand understandingly and constructively.

"It seems to me that industrial market research conducted by the advertising agency must contain more problems and produce less satisfaction than any other form of research in the business field. I may be wrong, and it may be the most delightful occupation in business, but from the advertiser's angle it looks like quite a task."

His comments on the work that the Federal Government has been doing in market research not only for the industrial advertiser but also for the advertiser selling to the general public indicated an intimate knowledge of the varied Government efforts that have been made in that direction. Concerning that work he said:

"The foundation data of practically all industrial market research lies in the Census of Manufactures and in the other reports issued by departments in the Federal Government serving lines of business related to the manu-

facturing industries. Such original data are collected from political units such as States, counties, cities and towns for reasons having to do with the original political purpose of the census of population. Various re-arrangements, re-groupings, consolidations of the details for compactness, economy, for production, for distribution, for protection of business interests and for other purposes result in reports which are open to receive criticism from those who expect to find a ready-made formula to apply to their business in Government reports.

"The Census of Manufactures, for example, is built up from a vast amount of detail, but when examined for a specific answer to an important question by a single industrial advertiser, it is speechless and tells him nothing. He is in the position that a stockholder would be in if he entered the factory of any of our companies with the idea of collecting from the stock rooms the necessary parts to make a machine somewhat different from standard production. Most of the parts from standard stock can be used and the machine he wants will require very little special manufacturing to produce. He is not able nor is he expected to be able to utilize the stock room of a manufacturing plant in that way."

It was his opinion that the Government was in a position to be of great help to industrial advertisers in the matter of market research if such advertisers would take the trouble to keep it intelligently informed of their needs.

## Permanent Buyers' Market Ahead

WE can look ahead to a permanent buyers' market, in the opinion of Dr. Hollis Godfrey, president of the Engineering-Economics Foundation. Dr. Godfrey offered this opinion and the reasons back of it in an address before one of the general sessions of the convention.

"The present buyers' market," he said, "is permanent because the rate of growth of each of the capacities for work whose assembly creates wealth is such as to put the initiative of action in the hands of the buyer rather than of the seller. And that condition will continue, save for the coming of a major social or economic change, such as would be brought by a world war or a devastating epidemic.

"The rate of growth of population, of numbers of human beings, is diminishing in the United States. This makes for buyer initiative—there are fewer people to buy the goods and services made.

"The rate of growth of men and women educated in the high schools is rapidly advancing. This makes for buyer initiative, for the intelligent and understanding buyer refuses to accept a condition thrust upon him by a seller and seeks an alternative condition when the initiative is his. No better example of this could be found than the search for alternate fuels on the part of the buyer.

"The rate of growth of material wealth is rapidly advancing. No limit has been found to the productive capacities of the United States under modern methods of production. This makes for buyer initiative, as it presents the buyer with quantities of goods not only sufficient for his daily needs, but constantly advancing into the fields of his wants.

"The rate of growth of finance since the Federal Reserve Act has been so rapid that there is sufficient capital available to support any useful development of material wealth. That makes for buyer initiative.

"The rate of growth of factual wealth has advanced so rapidly since the development of modern provisions of research, that it keeps constantly supplied the basic reservoir of fact and the relation of fact, which is needed to keep its own growth and the rate of growth of educated vital wealth, of material wealth and of finance advancing at such speed that the

initiative, except for the emergency conditions I have noted, will remain with the buyer.

"These are all the capacities for creating wealth there are, and all of them are working to make the buyers' market permanent."

## Classified Managers Act Against Concealed Advertising

EVERY now and then in various parts of the country, dealers of household goods advertise their merchandise, purposely wording their advertisements to convey the impression that they are private individuals and not dealers. Such concealment is not confined to household goods alone but the deception is practiced in the advertising of other merchandise. Most of this advertising finds its way into the classified columns.

Classified advertising managers for some time have been endeavoring to combat this.

Discussion of this problem at the annual meeting of the Association of Newspaper Classified Advertising Managers resulted in approval of a plan which will seek an amendment of State penal laws which will prohibit such advertising.

At this annual meeting W. W. Murdock, of the *Detroit Free Press*, was elected president. Other officers elected are: A. J. Finneran, *New York Times*, first vice-president; O. S. Wespe, *Louisville Courier-Journal*, second vice president; E. F. Emmel, *Indianapolis Star*, secretary, and James McGovern, *Albany Knickerbocker Press and News*, treasurer.

Charles W. Nax, *St. Louis Globe-Democrat*, was again elected to represent the association on the Advertising Commission.

Three members were elected to the board of directors. They are to serve four-year terms. These members are F. E. McCray, *Des Moines Register* and *Tribune-Capital*; B. J. Dietrich, *St. Louis Post-Dispatch*, and J. H. Butler, *Houston Chronicle*.

# Mr. Menteer

## Says:

"Our experience shows that readers of Popular Science Monthly have surplus money to invest in securities.

"Because they are intelligent and discriminating, we find them particularly responsive to our offerings of Fidelity Guaranteed First Mortgage Real Estate Bonds.

"These Popular Science readers are influential, and often guide their friends to safe investments. Our consistent advertising in Popular Science has added many substantial customers to our clientele."

Popular Science readers are solid, substantial men, with better-than-average incomes. They are alert and progressive, able to enjoy the good things of life, whether these are oil burners, electric refrigerators, motor cars, new homes, or bonds and mortgages.

A. B. C. 310,637 . . . all men . . . 80 automobiles . . . and 30 two-car garages owned by every 100 readers . . . 60% own their homes . . . edited for men interested in modern conveniences for their homes . . . in mechanical and scientific progress.


J. U. Menteer  
President  
Fidelity Bond  
& Mortgage Co.  
St. Louis, Chi-  
cago, Denver

# Popular Science

MONTHLY

Founded  
1872

250 Fourth Avenue, New York

**FIDELITY MEANS KEEPING FAITH**

### Security

The satisfaction of home ownership can't be described. But it can be enjoyed, by those with courage to save instead of spend.

With as much at stake, let your savings accumulate safely in Fidelity 6½% First Mortgage Bonds. They are triple-secured — by ample physical property by Fidelity's conservatism; by our guarantee of the payment of principal and interest when due.

You'll invest more often and more wisely after reading Fidelity's booklet, "The House Behind the Bonds." Send for it now.

**FIDELITY**  
BOND & MORTGAGE CO.  
400 Chestnut St., St. Louis  
130 New York Life Bldg., Chicago  
222 Colorado Bldg., Denver

**SEND FOR YOUR FREE BOOKLET TODAY**

## Forty Years of Service to the Trade

AMERICAN WHOLESALG GROCERS  
ASSOCIATION

WASHINGTON, D. C., JULY 12, 1928.

### Editor of PRINTERS' INK:

Speaking for the American Wholesale Grocers Association I take this occasion to extend our congratulations to your organization upon the completion of its fortieth year of service to the trade. We recognize PRINTERS' INK as a real asset to the commercial life of the country, and find its publication most helpful to us.

J. H. McLAURIN,  
President.

## Now Lesan-Praigg Advertising Agency

Noble T. Praigg, who was vice-president and general manager of the Lesan-Carr Advertising Agency, St. Petersburg, Fla., has acquired a further interest in that agency, and the name of that agency has been changed to the Lesan-Praigg Advertising Agency. He had been with the Lesan-Carr agency for four years.

## "The New Yorker" Appoints W. E. Riegel

William E. Riegel has been appointed to take charge of the market study and research department of *The New Yorker*, New York. He recently has been with Best Foods, Inc., New York, and formerly was with the Hawley Advertising Company, Inc., and *Liberty*, also of that city.

## Hartford Agency Opens Boston Office

The Walter A. Allen Agency, Inc., Hartford, Conn., has opened a branch office in Boston. Bland Ballard, formerly with the Boston office of the Livermore & Knight Company, Inc., and at one time with the Boston *Sunday Advertiser*, will be manager.

## C. P. Penny Joins Jules P. Storm Agency

Carl P. Penny, recently with the New York *Telegraph*, has joined Jules P. Storm & Sons, Inc., New York advertising agency, as vice-president and account executive. He formerly was with the New York *World*.

## New Account for United Agency

The "E. Z. Gofskor," a golf scoring device made by the E. Z. Gofskor Distributing Company, New York, has appointed the United Advertising Agency, of that city, to direct its advertising account.

## The Growth of Rotogravure Advertising in Newspapers

SMALL, LOWELL, INC.  
NEW YORK

### Editor of PRINTERS' INK:

We wonder if you have any information regarding the growth of rotogravure advertising.

We are interested in the growth in lineage, as well as in dollars.

We would greatly appreciate any information you can give us in this matter.

MARVIN SMALL.

THE growth of rotogravure advertising has been consistent.

In 1914, there was but one newspaper rotogravure section in the United States. This had a circulation of 300,000. Today, there are approximately eighty-eight newspapers in fifty-two cities in the United States, Canada, Cuba, and Mexico that have rotogravure sections. The circulation of this group is something like 15,000,000.

Frank L. Blake, of the rotogravure development department of the Kimberly-Clark Company, tells PRINTERS' INK that, "In 1921, advertisers, national and local, spent \$3,600,000 in rotogravure sections. In 1927, the advertising expenditure in rotogravure sections amounted to \$14,000,000.

"The newspaper rotogravure advertising growth by agate lines from 1921 to 1927 is as follows":

1921.....	6,330,091	agate lines
1922.....	8,781,751	" "
1923.....	10,030,383	" "
1924.....	12,865,265	" "
1925.....	14,518,691	" "
1926.....	17,966,490	" "
1927.....	19,851,784	" "

—[Ed. PRINTERS' INK.]

## Appoints Brecht-Pollard, Inc.

The Wohlsen Company, Lancaster, Pa., manufacturer of woodwork, has appointed Brecht-Pollard, Inc., advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

The C. J. Anderson Special Agency, Chicago, has issued its twenty-fourth annual list of Chicago general advertising agencies and publishers' representatives.



# Vermont's Stability

Probably in no other part of New England is business any more stable and sure than it is in Vermont. This is due to a perfectly obvious reason: diversified industries. Slate, talc, granite, marble and wooden articles are manufactured by the thousands by well paid men and women. For instance, Vermont has more than two hundred wood working plants that make garden furniture, shoe lasts, shovel handles, toys, etc. The value of these products alone is well over ten million dollars a year.

A directory of Vermont's industries has recently been published by the Associated Industries of Vermont and a request on the coupon below will bring it to your desk. It is invaluable in working up your list, sending out sales crews, etc. We suggest that you send this coupon to any one of the Vermont papers for your copy.

## Vermont Allied Dailies

Barre Times                      Brattleboro Reformer                      Rutland Herald  
Bennington Banner      Burlington Free Press      St. Johnsbury Caledonian-Record

Please send me the directory of Vermont's Industries mentioned above.

Name..... Address.....

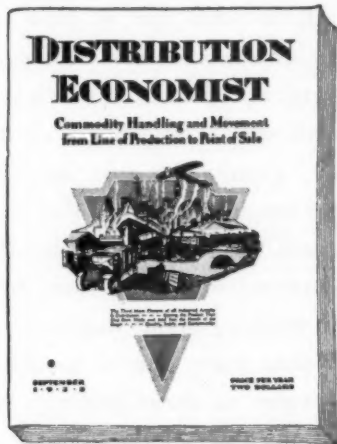
Firm Name..... City..... State.....

# Industry's Remaining Economic Barrier

12 Billion Dollars Annually Is Spent

4 Billion Dollars Can Be Saved

First  
Issue  
September  
1st



Final  
Closing  
August  
20th,

The actual physical handling and movement of its products from production line to buyer costs industry today 12 billion dollars annually, and 4 billion dollars of this expenditure is needless waste. Cost of production—methods of merchandising—are subjects that have been "mercilessly microscoped" by commercial enterprise in the eternal search for bigger NET. The wastes of physical distribution today form the chief remaining frontier of business and their conquest presents the greatest possibility of raising the net profits of all industrial activity.

**DISTRIBUTION ECONOMIST** will give this subject the specialized attention it demands and will analyze the progressive steps in the physical movement of commodities to determine cost ratios and present waste elimination methods.

**DISTRIBUTION ECONOMIST** will reach executives, sales-managers, plant superintendents, traffic managers and shipping department heads—each having a direct interest in some phase of industry's most pressing economic problem—physical distribution.

The editorial features of **DISTRIBUTION ECONOMIST** will be devoted to **PRACTICAL** studies of:

Mechanical handling systems in shipping departments, warehouses, and at rail, motor, water, and air terminals.

Warehousing, both public and private.

Branch houses.

Distributing services.

Transportation by rail, motor, water, and air.

Shipping department practices.

Packaging processes.

Loading and bracing methods.

Container designs and packing methods.

Simplification of packaging and shipping units.

**DISTRIBUTION ECONOMIST** offers the suppliers of materials, equipment and services in these fields a low cost, effective advertising medium reaching a cross-section of all industry.

## DISTRIBUTION ECONOMIST

420 Lexington Avenue

New York

(Published by Scientific Press, Inc., in association with Federated Business Publications, Inc.)

## Agency Commission-Profits Not "Wholly Earned" Income

THE United States Government, through its Scranton, Pa., collector, has taken the position that S. Roland Hall, operating an advertising agency at Easton, Pa., can take credit as "earned income" for only 20 per cent of his 1925 profit from that division of his agency work in which compensation came in the form of a commission from either the publisher or the advertiser. The collector seems to have raised an entirely new issue in the case of this taxpayer.

Because of the form of the blank provided by the Government, the taxpayer, on the line beginning "Salaries" rendered a separate accounting of all monthly retainers and special fees. On the line beginning "Net Profit from Business or Professions (From Schedule A)" the taxpayer accounted for all purchases of space for clients, illustrations, plates, etc., indicated his overhead expense, salaries and assistants, etc. He explained, in his return, that office expense was charged in this manner for the sake of simplicity, but added that there was such a close relationship between work done on the fee or monthly retainer basis and that done on the commission basis that the general office expense should be weighed in connection with the two general items. He claimed both totals as "earned income." In a previous year, when this taxpayer had made an arbitrary division of his office expense, between an educational division of his work and the agency end, the Government had misunderstood and attempted an additional assessment, arguing that the taxpayer had taken credit twice for rent, salaries, etc.

The Government delayed its action in this case until May 24, 1928—barely a week before the time set for closing its review of 1925 tax returns. The collector indicated his willingness to regard monthly salaries or retainers and special fees as wholly earned in-

come, but held that agency work in which the compensation came in the form of a commission on purchases of space for clients, of drawings, plates, etc., was not primarily "a personal service or professional undertaking," but a trade or business in which "both personal service and capital are material income-producing factors." A point was also made of the fact that Mr. Hall employed "labor" and that the profits of the business were earned "not entirely from personal service rendered by yourself but rather with the assistance of other labor."

## Colgate and Palmolive-Peet Companies to Merge

The directors of Colgate & Company, Jersey City, N. J., and The Palmolive-Peet Company, Chicago, have agreed upon a plan of merging these two companies. If the stockholders approve, at a meeting on July 20, this merger will be effective as of July 1, 1928. The new company will be called The Colgate Palmolive-Peet Company.

The executive offices of the merged companies will be located at Chicago, and will have manufacturing units at Milwaukee, Wis.; Jeffersonville, Ind.; Kansas City, Kans.; Berkeley, Calif.; Portland, Oreg.; Jersey City, and Chicago, as well as in foreign countries. It is reported that Sidney M. Colgate will be chairman of the board, Charles S. Pearce, president and general manager, and A. W. Peet, chairman of the executive committee.

Among the advertised products made by Colgate & Company are Cashmere Bouquet soap, Colgate's shaving cream, Super Suds, and Colgate's Ribbon Dental Cream. The Palmolive company manufactures Palmolive soap, shaving cream and toilet articles. The Peet company was merged with the Palmolive company in 1927.

## Scripps-Howard Appointments

S. S. Wallace has been appointed business manager of the Oklahoma City, *Oklahoma News*. He has been with that newspaper since 1924 when he joined its advertising staff. He later was made national advertising manager and before his present appointment held the position of advertising manager.

M. F. Riblett has been made advertising director of the Denver, Colo., *Rocky Mountain News* and *Evening News*. He has been national advertising manager of those newspapers since their purchase by Scripps-Howard and succeeds W. C. Bussing, resigned.

George S. Holmes, managing editor of the *Rocky Mountain News*, has been appointed to the general editorial board of the Scripps-Howard Newspapers at Washington, D. C.

## How an Industrial Advertiser Meets the "Gyp Solicitor" Problem

KOEHRING COMPANY

MILWAUKEE, WIS. July 11, 1928.

Editor of PRINTERS' INK:

I WAS very much interested in reading an editorial in the July 5 issue of PRINTERS' INK entitled "Prevention Better Than Cure."

You are correct, of course, in your statement that the mere passing of a resolution will not eliminate the sort of graft which you call so fittingly "gyp advertising." Our experience in this, however, may be of some interest.

Some three or four years ago our local departmental of the National Industrial Advertisers Association, the Milwaukee Association of Industrial Advertisers, passed such a resolution which was signed individually by each company representative and which was supposed to bind each one in its observance.

We think the Koehring Company had been perhaps one of the easiest marks for this sort of advertising previous to this time for various reasons. Acting, however, at this favorable occasion, the officials in charge of our policy established a really iron-clad policy of refusing to advertise in any medium or publication outside of our regular trade channels, with a very few exceptions consisting of such things as real civic projects and other enterprises of a sort which a progressive, civic-minded business would naturally wish to be identified with.

As far as we are personally concerned, this has worked out exceedingly well. Between the moral force of our local resolution and the practical ruling of our changed policy, we have always been enabled to evade successfully all solicitations for such gyp advertising which otherwise might prove in many circumstances very embarrassing.

As far as your contention is concerned that manufacturers have a tendency to pass the buck in this

sort of proposition to their local dealers, we agree absolutely with you. Again we believe our policy meets this situation completely. We have what we call our local advertising policy under which all such advertising will come as well as our regular trade channel advertising.

Whenever our local representative wants to do advertising of any kind under our name we are willing to meet him half way; i. e., if he deems the proposition of such value as to warrant his willingness to pay his own hard cash in support of it, we will play along with him to the extent of defraying 50 per cent of the cost of such advertising. In addition, we are glad to supply him with copy, layout and cuts.

We have found this to be very successful both for the legitimate, really worth-while local advertising—such as the sectional trade publications with their local construction items of vital interest to our agents; and their local flavor—as well as the border-line kind of advertising such as special issues of newspapers, programs, etc.

In pursuing this policy our volume of local advertising has more than doubled this year over any other previous year, which proves that our representatives are perfectly willing and glad to take advantage of a liberal policy such as ours in support of their own local publicity. It also works for our mutual benefit in the latter case because our agents might refer such solicitations to us oftentimes merely to get rid of the solicitor gracefully, but when asked to pay half of the cost of such advertising, they immediately get cold feet and decide that it is not worth it.

KOEHRING COMPANY,

O. C. DAHLMAN,  
Advertising Manager.

## "The Industrial Banker" New Monthly Magazine

*The Industrial Banker*, Cincinnati, is a new monthly magazine which will be devoted to the interests of bankers in the industrial and personal loan fields. Liam Cooney is editor and E. M. Brink, advertising manager. The first issue will appear in September.

**ANNOUNCING A RATE ADJUSTMENT  
for the CONSUMER DIVISION of the  
NATIONAL SHELTER GROUP**

**ADVERTISING COLOR SERVICE  
comprising**

**HOUSE BEAUTIFUL      COUNTRY LIFE  
ARTS & DECORATION    THE AMERICAN HOME**

Effective August 1st, 1928, the advertising rate for color page inserts (four colors) in the CONSUMER DIVISION of the NATIONAL SHELTER GROUP will be \$4,000—on which date the aggregate cost of a color page, if bought separately from the individual publishers, will be \$4,550.

The present low rate for the Consumer Division of the National Shelter Group of \$3,300 up to and including the December 1928 issue, and of \$3,500 (as announced on February 10th, 1928) beginning with the January 1929 issue, will be available up to and including the September 1929 issue to:

(A) all advertisers who have used space in the Consumer Division during the twelve-months from October 1927 to September 1928, inclusive;

(B) all advertisers who use space in the October, November or December 1928 issues;

(C) all other advertisers who, though they may not previously have used the Consumer Division of the National Shelter Group, place in our hands before August 1st, 1928 a formal order containing definite schedule of insertions.

*This adjustment of rates is occasioned by rate adjustments of individual member publications—which in turn reflects substantial expansion and improvement of these publications—and increased production costs due to largely increased circulation.*

*As will be observed, there is here offered an exceptionally attractive value to manufacturers of Shelter Products. To such manufacturers, or their agents, who are interested, we shall be glad to send a copy of our recently issued book "Markets of the Building Field" upon request.*

**WALTER C. McMILLAN  
INCORPORATED**

**565 Fifth Ave., New York**

**Chicago Office:**

**333 No. Michigan Ave.**

**Los Angeles Office:**

**1008 West Sixth Street**

---

## Photo-Gelatine Printing

is not only ideal  
for  
**SHORT RUNS**  
of Pictorial Matter  
but it is the out-  
standing quality  
leader of all print-  
ing processes.

---

For over fifty years  
it has been used in  
making most of our  
fine art prints, both  
here and abroad.

---

It is now available  
for Commercial  
Work.

---

**Multi-Color, Single Color**  
(Screenless)

*Please send for samples*

---

**Wyanoak Publishing Co.**  
INC.

136 West 52nd Street  
New York, N. Y.

Telephone: Circle 2750—Extension B

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## Jantzen Analyzes the Power of Its Advertising

(Continued from page 8)

lastingly build on a cheap merchandise basis. The price emphasis of recent years is a direct result of a more than ample productive capacity. There will always be price stories, but as shown by the preferred stock analogy, even these will do well to have Jantzens. Jantzens are a prestige builder of unquestioned quality; they are a product of established merit that, if properly understood, cannot but command the attention of the up-to-date merchant.

2. Then we give technical evidence of Jantzen quality as a result of laboratory tests.

3. The swimming suit trend is toward higher quality and Jantzen probably is, and has been, the greatest factor in that trend. Stuart Louchheim, vice-president of S. B. & B. W. Fleisher, Inc., yarn manufacturers, in a recent address said that the Jantzen Knitting Mills have "made" the swimming suit business for competitors as well as themselves. The thing that Jantzen has done in the swimming suit business is an example of how the American standard of living is constantly being elevated. People want better things and work harder to get them with consequent progress.

The average wholesale price per dozen of swimming suits in the United States has increased from 100 per cent in 1919 (using 1919 as a base) to 191 per cent in 1925. Here again we find that it is a simple matter to divide the value of swimming suits by the number of dozens as given in the "Census of Manufactures: 1925."

*Why Merchants Should Advertise Jantzens and the Question of Private Brands.*

1. "Be sure you are right, then go ahead." This is our advice to merchants who are debating whether to advertise Jantzens or a private brand. There are good reasons for advertising Jantzens,



Ten million personal interviews are granted each year by women to representatives of one of our clients. No other national organization has so close a check upon the household needs of a continent. Our intimate association with this wealth of information gives us exact knowledge that might be valuable to your business. Why not talk it over with us and see?

THE MANTERNACH COMPANY  
*Advertising*

The Manternach Building · 55 Allyn Street  
HARTFORD, CONNECTICUT

## Attention, Food Advertisers!

The Paterson Press-Guardian will hold Cooking School Sessions for 4 days at the Eastside High School Auditorium, conducted by the DeBoth Home Makers' Schools, New York and Chicago.

You can utilize the advertising columns of The Press-Guardian to good advantage at that time by tying up directly with this event, which thousands of housewives will attend.

Just how this can be done will gladly be explained by our national representatives—G. Logan Payne Company, New York, Boston, Chicago.

## The Paterson Press-Guardian

(Member 100,000 Group American Cities)

W. B. BRYANT, Pub.

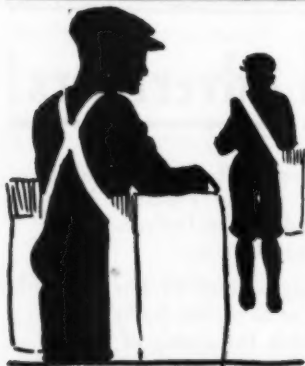
We create what we  
print, and print what  
we create: principally  
*books, booklets, brochures,*  
to picture a business,  
a product or a service.



CURRIER & HARFORD • LTD

*Selective Advertising*

460 W 34th St • New York • Longacre 7856



## PEORIA JOURNAL-TRANSCRIPT

Local Advertisers Concentrate The Most of  
Their Advertising in the PEORIA JOURNAL-  
TRANSCRIPT. That's the answer to "Which  
Paper in PEORIA, ILL."

CHAS. H. EDDY CO.  
National Representative

Chicago

New York

Boston



as we shall show, but first the merchant will want to satisfy himself, and rightly, that we are worthy of confidence and co-operation.

The Jantzen record in this respect speaks for itself. We like to deal with a merchant as though he were a department of our business. Without him we cannot prosper. "He profits most who serves best." Our great commercial structure is built upon confidence, and necessarily confidence must be placed in someone.

A merchant places confidence in the man he entrusts with the manufacture of his private brand. If the merchandise is not up to standard, the merchant suffers loss of prestige and the manufacturer loss of the merchant's good-will. On the other hand, Jantzen loses both prestige and the merchant's good-will if things are not as they should be.

2. Two names are better than one. No one knows better than we the value of the merchant's prestige. Because we recognize his standing in his own city, we are anxious to work with him. The merchant is willing ordinarily to let the manufacturer do his part in moving merchandise. But in promoting a private brand, he is taking the whole burden upon himself, is competing with himself—because he has Jantzens in his store. He handles Jantzens because he knows there is demand; how contradictory to turn around and work against the efforts of the manufacturer. He uses show cards and other sales helps—why try to undo what has been done to help him by playing up something else in his newspaper advertising?

Why work at cross purposes in trying to impede the flow of demand? What would you think of the man who used a spade when a steam shovel was at hand? Put your hand on that lever, we say to the merchant, use the machine that works speedier, faster, surer than a thousand spade wielders ever dreamed of in by-gone days. Push that lever with newspaper advertising over your name. Watch



# Announcing THE QUALITY THREE

Atlantic Monthly  
Harper's Magazine  
Scribner's Magazine

*America's longest established Quality  
Magazines*

- to insure advertisers of the highest type of service and of uniform quality and value
  - to render this improved service in their present form as a single unit, both in Color and Black and White, and at lowest possible cost for Quality Circulation
- 

All contracts now in hand or received pending rate adjustment will be carried out in accordance with present rates and obligations.

## THE QUALITY THREE

*Published by*

The Atlantic Monthly Company  
Harper and Brothers  
Charles Scribner's Sons

### **. . . for these six important reasons**

As you make up fall schedules, the American Lumberman should be your first choice for clients desiring to sell successfully the big lumber field, because it is

**1st in national circulation (A. B. C.).**

**1st in news interest.**

**1st in influence.**

**1st in prestige.**

**1st in important contacts.**

**1st in constructive programs for the good of its readers.**

*Write Today for Full Story*

## **American Lumberman**

**431 South Dearborn St.  
CHICAGO, ILL.**

Est. 1873

Published Weekly

## ***A Rare Opportunity for a Rare Man***

**H**e must be a born salesman who knows advertising and how to sell it—he must have contacts that will lead to the securing of accounts—he must be willing to work day and night to build enough business to give him a five figure income. He will get support from the "infield" and "outfield" of this medium sized, fast moving, highly rated agency. And a respectable drawing account. Give all details in your letter. Our own gang knows about this ad.

**"X," Box 63, Printers' Ink**

results. Two names are better than one.

3. "But I do not want to advertise goods which others handle." With the previous question disposed of, we are met with this, though less frequently. It is the "exclusive" problem and we are going to let the facts answer.

Where more than one merchant has the line, the goods have much more publicity; each store has its clientele and the store with the best service and clerks need not worry. We show it to be often an advantage to have someone else handle Jantzens by presenting the results of an analysis of towns selected at random. The figures prove the average sales per merchant to be greater where there are two than where there is one merchant.

*Future Orders* next receive consideration in the Job Book.

1. Falling prices as a reason for hand-to-mouth buying is shown inapplicable because we protect the merchant in case of a price decline.

2. The trend toward orderly merchandising or stock control rather than speculative buying fits into the Jantzen picture because we plan our advertising to sell the goods and invite comparison on a turnover basis.

3. Fear of style changes and mark-downs are reasons for hand-to-mouth buying whose ill effects are accentuated in a seasonal commodity. Here again the Jantzen policies of an all best seller, simplified style line and standardized resale prices make inapplicable an otherwise valid motive.

4. Hand-to-mouth buying is largely a result of excess manufacturing capacity. But merchants know that Jantzen production facilities have been taxed each year. The very things that have led merchants with confidence to place future orders for Jantzen Swimming Suits have operated to keep demand equal to supply.

5. Hand-to-mouth buying prevents a merchant profiting from the period of peak demand characteristic of a seasonal line. Here again the Jantzen proposition eliminates the hazard and leaves the

way open to turnover and profit.

Our Job Book under the heading "The Shock Troops of Business," the name given retail salespeople by Merle Thorpe, tells the importance of those who sell over the counter. And then under Sales Standards we give sales figures for towns of varying size as developed by "sampling" or the selection of towns at random. If enough towns are selected to form a fair "sample" obviously, high, low, and average sales figures for towns of each size can be set up as a measure of sales effectiveness.

To conclude the general part of the Job Book, we discuss competition, point out the value of ideas, and indicate that as property values accrue through human activity, so the proper view is to look upon our company as a composite of human values embodying the hopes and aspirations of the men who are our organization rather than as so much steel and concrete, knitting machines and sewing machines. The concept is borrowed from Dr. S. S. Huebner of the University of Pennsylvania.

There follows after this in the Job Book a detailed consideration of each man's territory.

Our Job Book is an attempt to help our salesmen orient themselves. It is an expression of our conviction that salesmen as well as management should know, not alone where we are, but also where we are going. It is a concrete example of how we are meeting "the new competition." It has helped to make our sales orders to date \$384,000 ahead of last year. It has played a definite part in keeping us among those relatively few who are now earning a satisfactory profit.

#### A. B. Kirschbaum Account to Al Paul Lefton Agency

The A. B. Kirschbaum Company, Philadelphia, Kirschbaum clothes, has placed its advertising account with The Al Paul Lefton Advertising Agency, of that city.

Ernest A. Punter has been transferred from the Spokane to the Seattle office of the Carl W. Art Advertising Agency. Henry W. Art, auditor of the agency, has joined the Spokane office.

THE fact is that the most successful Canadian advertisers demand of their agencies that they maintain service offices in the centres of distribution in Canada. This in itself should justify United States advertisers in their choice of such a Canadian agency for Canada.

CONSULT

### J. J. GIBBONS LIMITED

Advertising in Canada

NEW YORK OFFICE

2152 Graybar Building

Telephone: Lexington 4199

Home Office — Toronto, Ontario

## New York Representative

Twenty years executive, selling, buying and merchandising experience. Exceptional sales promoter with 42nd Street Office facilities, capable of organizing and handling sales force, seeks connection with established business of unquestionable standing. Address "D," Box 67, Printers' Ink.

# Business Continues GOOD in Nebraska!

## Great Crop Outlook Insures Retail Trade Stability In Coming Year

Nebraska is enjoying as good business now as it has for years. In May, Omaha showed a 29.3% gain over May, 1927—and a larger volume of business than in any May since 1920. Reports from all over the state indicate exceptional building activity, increased trade and an unusually sound condition.

The situation is a result of the great agricultural year in 1927. Last year, Nebraska, although but 15th in size, ranked 7th in per capita wealth. The state ranked 5th in farm production, and raised several record crop yields.

The present situation is equally imposing. Wheat, corn and oats never looked better. Rains have fallen all over the state at opportune times and harvest is now on in full force.

Get your share of this great Nebraska prosperity. You can appeal to the rural market through but ONE medium, The Nebraska Farmer, read regularly by three-fourths of the farm people in Nebraska and by a total of more than 110,000 rural families.

**[** The 1928 edition of The Nebraska Book, containing much valuable information and data relative to Nebraska and The Nebraska Farmer is now off the press. You may have a copy for the asking. **]**

## THE NEBRASKA FARMER

*Nebraska's Farm Paper*

SAM R. McKELVIE, Publisher, Lincoln, Nebraska

WALLACE C. RICHARDSON, INC.  
250 Park Avenue, New York

STANDARD FARM PAPERS, INC.  
307 No. Michigan Ave., Chicago

EDW. A. TOWNSEND, 822 Kohl Bldg., San Francisco

Nebraska Member Standard Farm Paper Unit

## FARM PAPER SUMMARY FOR JUNE

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby  
chick and classified advertising)

#### MONTHLIES

	1927	1928
	Lines	Lines
Country Gentleman...	51,449	45,377
Capper's Farmer....	12,346	15,672
California Citrograph	13,485	15,485
Breeder's Gazette....	*11,689	13,632
Florida Grower.....	10,944	13,396
Successful Farming.	17,920	13,131
The Dairy Farmer..	5,853	11,121
Farm Journal.....	12,271	11,108
Better Fruit.....	7,274	10,339
Farm & Fireside....	10,974	8,958
Amer. Fruit Grower	6,174	5,790
Farm Mechanics....	8,180	5,534
American Farming..	3,975	4,820
The Bureau Farmer.		4,552
Pacific Homestead..	3,188	3,948
Am. Produce Grower	4,220	3,935
Farm Life.....	4,417	3,681
Farmers' Home Jour.	1,236	751
Power Farming .....	†6,300	†1,444
Total .....	191,895	192,674

\*Two Issues.

†Includes May and June.

#### SEMI-MONTHLIES

	Lines	Lines
Dakota Farmer....	23,580	23,576
Montana Farmer....	15,428	20,607
Hoard's Dairyman..	22,203	18,576
Okla. Farmer-St'kman	22,840	17,141
Missouri Ruralist...	15,816	13,758
Western Farm Life.	9,469	12,805
Farmst'd St'k & Home	12,478	12,757
The Illinois Farmer.	10,086	12,322
Utah Farmer.....	10,829	11,978
Southern Ruralist...	9,374	10,378
Mich. Bus. Farmer.	11,054	10,170
Southern Agriculturist	9,478	8,475
Southern Planter...	7,372	8,454
The Florida Farmer.		7,677
Missouri Farmer....	5,035	6,006
S.D. Farmer & Breeder	6,141	5,312
The Ark. Farmer...	3,617	4,344
Iowa Farmer & Corn		
Belt Farmer.....		3,598
Modern Farming....	4,691	3,496
Southern Cultivator &		
Farming .....	4,803	3,234
Total .....	204,294	214,664

Sound  
Editorial Policy  
made

## AMERICAN AGRICULTURIST

the Leader in  
New York State  
Agriculture

Henry Morgenthau, Jr.  
Publisher

461 Fourth Ave., New York

# A Calf in the Field

HERE it is—the long needed medium for reaching the rapidly growing dairy industry of the South! Fifteen thousand paid-in-advance circulation at the start-off. An effective medium in a tremendous field.

## SOUTHERN Dairymail



Shreveport, La.

### Sales Executive and Copy Writer

With extensive Direct Mail Advertising experience, seeks position requiring a combination of real selling, creative and executive ability.

Experience includes 12 years successful selling—in person, thru salesmen and direct by mail, to both dealers and consumers; and planning, designing and writing unusually productive direct mail advertising.

His ideas, copy, layouts and plans have produced a large volume of inquiries and orders, at low cost. Familiar with many different lines of business.

Address "A," Box 64,  
Printers' Ink.

#### WEEKLIES (Five Issues)

	Lines	Lines
Nebraska Farmer...	†30,844	35,932
Kansas Farmer, Mail & Breeze.....	†27,368	35,139
The Farmer.....	†25,542	30,718
Pacific Rural Press..	†27,263	28,586
California Cultivator.	†22,966	27,117
Wallaces' Farmer....	†22,642	25,347
Prairie Farmer.....	†25,411	25,226
Farm & Ranch.....	†23,736	22,473
Washington Farmer.	22,819	†21,416
Oregon Farmer.....	23,120	†20,822
Iowa Homestead....	27,992	†20,223
Wis. Agriculturist..	†20,961	19,832
Michigan Farmer...	†20,311	18,965
Idaho Farmer.....	22,007	18,702
New Eng. Homestead	†17,498	18,097
The Farmer's Guide	†18,938	17,885
Pennsylvania Farmer	†22,096	17,521
Ohio Farmer.....	†18,621	16,918
Rural New Yorker..	†18,365	15,366
Am. Agriculturist..	†13,192	13,994
Progressive Farmer & Farm Woman..	†19,010	13,624
Wisconsin Farmer..	18,598	†12,617
Penn. Stockman & Farmer .....	†12,244	10,832
Ohio St'kman & Farmer	†10,939	10,655
Dairymen's League News .....	†5,350	6,633
Total .....	517,833	504,640
†Four Issues.		

#### FARM NEWSPAPERS (Four Issues)

	Lines	Lines
Kansas City Weekly Star .....	†19,003	17,363
Memphis Wkly. Com- mercial-Appeal ...	6,904	8,334
Dallas Semi-Weekly Farm News .....	10,273	†8,077
Atlanta Tri-Weekly Constitution .....	5,163	4,287
Atlanta Tri-Weekly Journal .....	5,717	3,480
Total .....	47,060	41,541
†Five Issues.		
Grand Total.....	961,082	953,519

(Figures compiled by Advertising  
Record Company.)

#### Appoints Auspitz-Lee-Harvey

The Venus Brassiere Company, Chicago, has appointed Auspitz-Lee-Harvey, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

W A N T E D:

# Biggest Copy Man *in Advertising*

A leading advertising agency in New York City wants the ablest copy man in the field.

He may have "arrived" or he may be a young cub "on his way."

We want a man who can plan a campaign, "cook" the big selling idea, write it and deliver it complete.

We want him to plan and write *all* of the campaigns for this agency. We wish to dispense with our copy department entirely and make him the sole plan and copy department.

We do not want a flowery copy man noted for high-sounding, theoretical copy, "full of sound and fury signifying nothing."

We want a hard-boiled, practical mail order copy man who can apply his mail order experience to writing copy that will pull on merchandise sold through dealers. We have excellent facilities for testing copy to help such a copy man.

If there is any such copy man extant, we will make him a proposition that he cannot turn down.

Write us fully about yourself, the jobs you have held, your nationality and religion, and send us a few samples of your copy. We will return same and treat your communication in strictest confidence. All the members of our organization know we are running this advertisement.

Address "G," Box 69, care of Printers' Ink.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, JULY 19, 1928

## Advertising and the Sales Curve

A short time ago a prominent manufacturer called several advertising agents before him and told them he had a substantial amount to appropriate for an advertising campaign. He wanted to place his account with the agent who could predict for him exactly what certain amounts spent in advertising would do to the sales curve on the chart he produced for inspection. The agents he called in have told this man who wants to blueprint his advertising results in advance that it can't be done. They are sensible men, proud of their standing in the business. They are able to give him examples of what advertising has done for certain concerns in the past, but they admit frankly that they are unable to tell him exactly

what it will do for him and how soon. It may be that this manufacturer will finally find an agent who is willing to guess and guarantee a result over which he has little control, but it will be no more than a guess and the manufacturer will secure a poor agent if he chooses one on that basis.

Things are not different now from what they were years ago when a company, now one of the largest advertisers in the country, then preparing to advertise, commissioned one of its men to secure just the sort of pre-knowledge which the present manufacturer wants from his agent. This man was sent to a large list of national advertisers. He, too, had a complicated chart and he asked each advertiser what an investment of \$10,000 and so on up to \$100,000 would do to the wavy black line which represented specialty sales. "Would it turn it upward at this angle, or at this much steeper one?" he wanted to know.

Almost without exception, the successful advertisers of that time explained to this investigator that although they appreciated the desire of his company to reduce a proposed advertising expenditure to an engineering basis, it simply couldn't be done that way.

At the end of its investigation the company entered publication advertising as any other concern must do—with hope and faith based on thorough knowledge.

The question asked then by one company and now by another will always remain unanswered. It is just as foolish for a man to ask someone to indicate on a chart what will happen if he hires a new general manager for \$15,000 a year, and also what will happen to his wavy, black sales line if he pays another man \$31,000.

The whole fallacy comes from thinking of advertising as a thing apart, as some mysterious force which operates in a different manner from other forms of selling or sales promotion. No man with a clear conception of what advertising is would ask the question and anticipate a sincere or accurate answer.



### Is Advertising Less Resultful?

We have heard, we don't know how long, that "advertising is no longer so resultful as it used to be." The reason generally assigned is that as advertising increases in volume, the ability of the general public to absorb this mass of printed appeal decreases in like ratio.

Nevertheless, a recent investigation conducted by the *Cleveland Press* seems to leave no doubt that this is simply another tradition of doubtful parentage. Forty-six department stores were asked by the *Press*, among other things, if they believed that their advertising had grown less productive during the last five years. Out of the forty-six, sixteen said their advertising is less productive and thirty that it is not.

It seems to us that these returns are particularly striking in this instance because they were secured from department stores. It is difficult to think of a field in which advertising has become more intensely competitive than has department store advertising. Yet, almost two for one, the department stores report that their advertising is no less effective today than it was five years ago.

A number of reasons may be pointed to as responsible for the belief that advertising results are continually falling off. One is the human tendency to blame the tool rather than the wielder. Another is the difficulty of keeping an accurate guide of what the advertising is accomplishing. Most advertisers have only a vague notion concerning the actual effect their advertising is having. Then there is the fact that, with the number and variety of advertising mediums continually increasing, it becomes increasingly difficult to make the most effective selection for any specific purpose. In other words, poor advertising returns must often be charged to poor selection of mediums rather than to any inherent weakness in advertising itself.

The fact of the matter is that, today, the advertising industry is better manned than it has ever been before. It has attracted men

who are capable of putting advertising to more effective use than at any other time in the brief history of printer's ink. Moreover, advertising has built up a tremendous record of accumulated experience—the forty years' files of **PRINTERS' INK**, for example. There is plenty of precedent to point the way and if certain advertisers are actually finding that their advertising appropriations are not so resultful as they were at one time, they might do better to question their marksmanship rather than the ammunition they are using.

### Why Export Capital?

The employment of American capital abroad is a subject that will gain an increasing amount of attention for some time to come. It is a subject on which all who are engaged in the business of selling the production of American industry must not allow their thinking processes to go astray. The future sales history of the country is tied up with this question.

A somewhat lengthy address on this subject, which was recently made before a meeting of New England bankers by Raleigh S. Rife, economist of The Guaranty Company of New York, carried certain statements which, when quietly and thoughtfully considered, stand as convincing proof of our need for an enlightened economic policy on loans to foreign governments and foreign industrial enterprises.

American production methods and American transportation efficiency, Mr. Rife pointed out, have created for us a surplus capital which has failed to find employment in our country. "We are probably living in a period," he said, "in which the accumulation of capital tends to be in excess of the immediate market demand. . . . The continued accumulation of capital, together with a lower rate of return on it, tends to overcome any inertia that may be present preventing its investment in new undertakings in any part of the world."

Past experience plainly shows

that the commercial purchases of a borrowing nation are made from the industries of the lending nation. Therein lies the very close connection between foreign investments and sales volume. "When we finance the construction of a new highway in South America," said Mr. Rife, "it may result in an increasing market for road materials, for road-building machinery and, in the long run, an increase in the market for American automobiles and trucks and for a varied line of other products, as highways make possible the development of new industries and economic activity."

"The same applies to the building of a new railway, or to the electrification of an existing railway. American electrical concerns made, in the main, the material for the electrification of the railways in Chile. In other words, when we float foreign loans in this market and lend capital abroad, we are tending to broaden the market for American products; and, in a sense, are making it possible to maintain a more substantial economy at home. In fact, our growth of industry makes more prominent the need of a foreign market."

An example that is more dramatic, and perhaps more convincing on the score of the close connection between foreign financing and American sales volume, is to be found in a European dispatch that appeared in the *New York Times* a short time ago.

Some time ago European automobile manufacturers decided that they would take steps, by means of a cartel, to prevent further increases in sales of American motor cars in their markets. American manufacturers were to be told the exact number of cars which they could hope to dispose of in each European market. The plan broke down. The dispatch strongly hinted at the reason when it said: "News reaching Paris today from Italy indicates that Dr. Ugo Nanni, head of the Isotta Fraschini Company, leader of the Italian motor car industry and a prime mover in the cartel plan, has decided to abandon the scheme."

"To what extent the Italian's

decision has been influenced by American banking investments in the Fiat Company, the largest automobile enterprise in Italy, cannot be ascertained, but the fact remains that one of America's outstanding financial houses, which is largely interested in the American motor car industry, recently lent \$10,000,000 to the Fiat Company. Since the cartel movement began in Italy and received its chief support from Dr. Nanni and other Italian motor car leaders, it is reasonable to assume that American financial interests brought their weight to bear in the situation."

### **The Woman Appeal in Advertising**

Homer McKee, an Indianapolis advertising agent, spoke sound sense when, addressing the National Association of Music Merchants at a recent convention at New York, he advised makers and sellers of goods to do away with sex and sectional distinctions in their advertising. There may have been a time (although we doubt it) when it was good business to have one kind of advertising for women and another kind for men in selling the same classes of merchandise. But that time certainly has passed long since.

Somebody, in an effort to perpetrate an example of alleged humor, has brought up the question of whether women are people. If they are—and we imagine the affirmative vote will be considerably in the majority—then why draw the sex line in advertising? Why segregate and particularize?

We think that even Schopenhauer, notwithstanding all his talk about the *sexus sequior*, as he chose to call the women, would have had a much more sensible view about advertising to persons of the feminine persuasion than is to be encountered now in many quarters.

The way to advertise an article of general merchandise either to men or women is to have one presentation for both—and to address all as people.

Jesse J. Haight has joined the staff of Howard C. Wilson & Associates, Inc., Hartford, Conn.

# An Agency is known by the business it *keeps*

*THE* surest evidence that performance equals promise in agency service, as in all other business, is the satisfied customer.

Year after year our clients stay with us. Which strengthens our adherence to a policy of PERSONAL SERVICE BY PRINCIPALS, the basis of Lamport-MacDonald operation during 11 years of successful experience.

An agency is known by the business it *keeps*. Our own record for continuous service of accounts is significant. Others tell us that it is an unusual record. We, ourselves, regard this as a reflection of the ability and eagerness to serve which go into our day-to-day work.

We are in a position to extend this service to other advertisers whose products do not compete directly with those of our clients. May we explain our policies in detail — without obligation.



LAMPORT, MACDONALD COMPANY  
*Advertising • Merchandising*  
SOUTH BEND, IND.

# The Little Schoolmaster's Classroom

**A** TLEE F. HUNT, an advertising agent whose headquarters are at Oakland, Calif., is responsible for a suggestion which the Schoolmaster believes to be of value to advertisers, advertising agents and publishers. It is concerned with the proper notification of advertisers and agents by publishers of rate increases.

It is now the practice of most publications to send out new rate cards by registered mail. To make certain that these are received, a return receipt is usually requested.

This registered notification of a rate increase is probably received by a mail clerk and put aside by him for later entry on the records of the agency or the manufacturer's advertising department. This system is good as far as it goes, but it has a very weak spot.

It often happens that an advertising agency is confronted with a rate increase by a medium being used for a regular advertiser, without any protection having been given by the signing of a new contract. Under the present system, the publication announcing a rate increase has done everything possible, without having accomplished the real purpose of the notification, which is the protection of old advertisers against an impending increase. There is the weak spot in the present system.

It is Mr. Hunt's belief that this situation could be remedied, if the following suggestion were adopted: "That notices of impending rate increases be printed on all statements rendered to all advertisers and agencies. Automatically," Mr. Hunt continues, "this would call to the attention of the accounting department the fact that an individual client, who is running in some certain publication, is confronted with the necessity of protecting himself against a rate increase by the signing of a contract.

"Certainly," Mr. Hunt continues, "the accounting department is the one which is the most interested

in the billing of accounts and is a whole lot more likely to notify the proper individual of the rate increase than someone who receives the mail or who files new rate cards more or less as a matter of routine, without having a knowledge of the schedules or existing contracts."

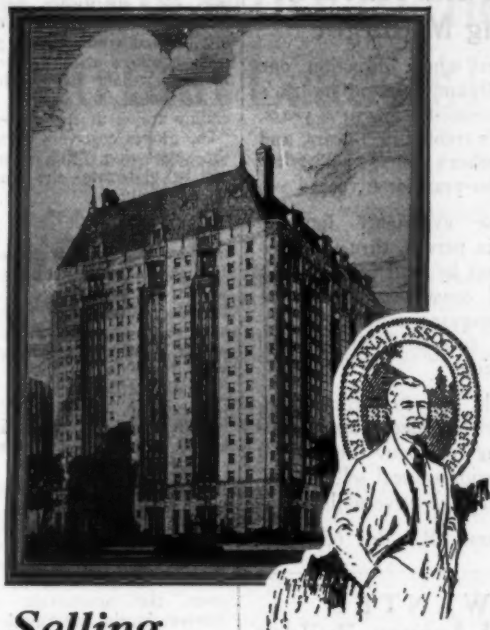
\* \* \*

The Schoolmaster has received a booklet issued by the Masback Hardware Company, hardware wholesaler, which is full of suggestions for those who must think up hot weather sales ideas for their retail dealers. This booklet is very inexpensively made and printed. It has fourteen leaves with one sales idea printed on the front of each leaf. The captions of some of these pages give a hint of the nature of the suggestions made, all of which are general, applying to the retailer's business as a whole and not to particular commodities handled by him.

"A Little Drink Goes a Long Way" is the caption of one page suggesting that a water-cooler be placed in the store and a sign in the window inviting the thirsty to come in and help themselves.

"Flies Will Queer Your Business—If You Let Them"; "Give Away Fans"; "Baseball Scores Will Interest Baseball Fans"; "Paint Up and Be Conspicuous"; "Cash In on That Tourist Business"; "Show Small Goods in Quantity"; "Make the Bugs Help You Sell Sprayers"; "Don't Let Your Windows Get Stale," are a few other captions which are more or less self-explanatory. Another is "Make Your Store Reflect Your Window," which suggests that merchandise displayed in the show window should be duplicated in the store, near the door if possible, so that people attracted by the window display will come upon duplicates of the merchandise as soon as they enter the store.

Another is entitled "A Left-



## ***Selling Apartment Builders***

Real estate operators build most of our apartments.

In renting and selling these modern structures, Realtors make use of the merchandising plans introduced by this publication.

These plans have been adapted in turn for selling building materials to Realtors. The names of the manufacturers who use our help in selling America's Apartment Builders is a Roster of the leaders whose names are known in every household.

We can help you sell this great market.

A. B. C.

**NATIONAL  
REAL ESTATE  
JOURNAL**

A. B. P.

PORTER-BEDE-LANGTRY CORPORATION

139 N. Clark St.

Chicago

## Sales and Advertising Manager

Under whose direction one nationally known manufacturer's sales increased 92% in 3 years, another's trebled in 5 years, and still another's averaged 22% increase per year for 6 years:

Whose experience includes selling in person, thru salesmen and direct by mail to both dealers and consumers; and planning, designing and writing unusually successful direct mail advertising:

Would like to become associated with moderate size manufacturing company needing a combination of real selling, creative and executive ability.

Address "B," Box 65, P. I.

## WANTED a real Agency Builder

My Want Ad agency is established about twelve years. Am serving some of the largest firms and enjoy a good reputation with all newspapers. Volume of business was over \$500,000 annually several years ago. Developed a publishing business about seven years ago and since then made no effort to secure new want ad clients and even somewhat neglected the old ones. Now, on account of changed conditions and neglect, agency annual business dropped to about \$50,000.

I want to develop my agency, not in the classified line, but as a real general display agency. I have reputation, capital and a good foundation. I have no display recognition. Never applied for same.

I want to hear from a man who has the necessary qualifications to take a hold of, organize and develop a general display agency for me. I don't want to hear from schemers or curiosity seekers, nor from men who are accustomed to exorbitant salaries.

Of course, I have some friends who are associated with newspapers and agencies who can help me secure publishers' recognition, etc., but I prefer to commence from scratch with the right man who will answer this advertisement.

In your application, please state entire past experience, give all facts and reasons you believe qualify you for this position, also your plan of action and salary expected. You may write in confidence.

Address "E," Box 68, Printers' Ink.

Handed Advertising Stunt." It tells of a hardware dealer who paid a school boy to distribute left-handed cotton work gloves to his customers with a circular explaining that the right-handed glove could be secured free by calling for it at the dealer's store. "The gloves cost very little," reads the suggestion, "the circular need not be elaborate—the results will be surprising."

\* \* \*

The attention of the Schoolmaster was recently called to the fact that a manufacturing concern, which does a large direct-mail business, buys great quantities of each new issue of 2-cent stamps which comes out. When asked why they do this, they replied: "For the attention value. We find that people are always interested in new stamp issues and appreciate having the stamps sent to them."

\* \* \*

Not long ago the Schoolmaster commented on a question discussed in an article in *PRINTERS' INK*, namely, the advisability of including the advertising agent's name, as well as the name of the engineer, the accountant and the lawyer, in the information broadcast to the investing public at the time a business is seeking public funds if that business depends upon advertising for its profits.

The Schoolmaster, at that time, remarked that conversations with a number of agents on the subject led to a belief that such a development would take place.

That development has taken place—and much sooner than the Schoolmaster expected—in the recent financing of a company which was formed to take over the American and Canadian business of the English food house of Crosse & Blackwell, Ltd. In connection with that financing, as is the practice in American financing, there appeared the usual letter from the head of the business. The letter was signed by the managing director of the parent company.

It was in that letter that the Schoolmaster saw for the first time an advertising agency's name used for the sole purpose of im-

# Tell Your Story to these 130,000 Leaders!

¶ In nearly 3,000 busy communities there are Rotary Clubs whose membership rosters represent executive heads and leaders—130,000 of them. These leaders cover every line of legitimate and ethical human endeavor.

¶ Try to visualize a market place of 130,000 men representing earning capacity of over \$1,000,000,000 annually—men who are constantly in the market for every requirement of business, domestic and social life! This means *office, store, factory, home, travel and recreational pursuits.*

¶ Just a few of many interesting facts concerning this wonderful audience—

¶ Average annual personal income in excess of \$10,000—making a combined earning and spending capacity of more than a billion dollars (\$1,000,000,000) annually.

¶ 96% are married and have more than 250,000 children—

¶ 85% own their homes—over 100% automobile ownership—

¶ Own and operate more than 300,000 motor trucks—

¶ 63% of wives read this magazine regularly.

¶ The influence of these men on the civic, social and business life of their communities is something to conjure with.

¶ You can tell them and their families the story of your products through the advertising pages of their magazine—THE ROTARIAN—*The Magazine of Service*—and be assured of their respectful attention and interest.

## THE ROTARIAN

*The Magazine of Service*

213 West Wacker Drive, Chicago

7 W. 16th St., New York : : Pickering Building, Cincinnati





**M**OST of the articles in each issue of the **PRINTERS' INK** Publications are of more than timely interest.

Long after they appear you will find in them points that will help you decide a current sales or advertising problem of your own.

To facilitate in preserving copies we furnish binders that will be an attractive addition to your library.

The price of the Weekly binder is \$1.25, postpaid; the Monthly binder is \$2.00, postpaid.

## Printers' Ink Publications

185 Madison Ave., New York

## Successful Advertising Representative

Age 30, 10 years' space selling experience with two publishers. College Man. Newspaper training. Now Western Manager of a trade publication. Desirous of changing connection due to combination of circumstances. Chicago headquarters preferred. Now earning \$6,000. Address "C," Box 66, Printers' Ink.

pressing the prospective investor.

It frequently happens that an item which the manufacturer is least anxious to push is the very one which it is easiest for the salesmen to sell. While selling the easy-to-sell, low-profit items, the ones which carry the load are neglected.

One man the Schoolmaster knows, maker of a number of office specialties, to solve this difficulty adopted a sliding scale of compensation based on the profits of the individual item.

All sales in a territory are credited to the salesman's account whether or not he personally sends in the order. If the salesman feels that he is falling behind in his quota on a product which the company is not particularly anxious to push and for which he gets the smallest amount of compensation, he can yet make money by pushing his sales on one of the other items where the commission is higher. This plan has tended to make missionaries of the salesmen on those products which require more explaining and service than the staple sellers.

It has had one other important effect. The advertising was formerly concentrated upon one of the fast-moving, low-profit items, with the others mentioned but subordinated to it. At the end of one year of the new selling plan, this was revised. One of the better-profit items, not so well known to the trade, was made the advertising leader and the others were subordinated. The new scheme enabled each salesman to make more money, because his compensation was not cut down when the new item was made the leader.

Sales on the former leader, now subordinated in the advertising, have not declined in three months of the new plan and the present advertised leader has largely increased in sales.

**LETTERING  
DESIGNING**

**NICHOLAS J. AMEN**  
420 Madison Avenue,  
Phone Murray Hill 5543

**LAYOUTS  
POSTERS**



The Schoolmaster believes that many a manufacturer with a large line, could with profit, look more carefully into the profits on each item in his line and by adopting a new method of compensation and slightly shifting his advertising emphasis, could increase profits without having to fight for increased volume.

\* \* \*

The Schoolmaster offers the suggestion that wreckers of historic office buildings, homes and hotels be looked upon as good advertising prospects.

This suggestion is promoted by advertisements which he has recently seen of a British shipwrecking firm—the Hughes-Bolckow Shipbreaking Company, Ltd., of Blyth, Northumberland.

The first time the Schoolmaster saw that company's advertising he had no thought that he was reading an advertisement of a shipwrecker. He thought he was looking at the advertisement of a manufacturer of garden furniture.

This particular advertisement caught his eye by means of an illustration of a garden bench. "Its timber has formed part of a British Battleship. Let this seat grace your garden," said this advertisement, and then continued: "Apart from its romantic association with the British Navy, this robust Garden Seat will give Spartan service. Made from teakwood—one of the hardest woods—it is practically impervious to our variable climate while the sturdy dignity of its design adds a pleasing note to any garden."

### Ball & Davidson Advance Katherine Jenkins

Katherine Jenkins has been made promotion manager of Ball & Davidson, Denver, Colo., advertising. She has been with this company since 1919.

### Opens Studio at Seattle

Joseph Phelps, recently with Foster & Kleiser, Seattle, outdoor advertising, has started a commercial art studio at that city.



## A Short Cut to America's Homes

Through the 575,000 teachers reached by the Service Bureau group of 36 official State Teachers Associations publications, you may enlist an army of over 24,000,000 school children who will promote your products in the homes of America.

These boys and girls are always acquiring new want-habits from the teachers. You sell the teachers; they sell the children; children sell the parents—three easy steps to the purse-strings of every American family.

*Write today for our survey containing full information about this great marketing program and how numerous advertisers are now using it.*

**SERVICE BUREAU**  
OF STATE TEACHERS ASSOCIATIONS, INC.

103 Great Northern Hotel, Chicago, Ill.



## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### TRADE PAPER REPRESENTATION

Are you interested in connection with sound, substantial, experienced men—in position to handle one more well-established paper—covering Mid-West and East to Buffalo and Pittsburgh districts with headquarters Chicago and Cleveland. Box 770, Printers' Ink.

#### WE CAN SELL ADVERTISING SERVICES AND SPECIALTIES!

A successful group of advertising salesmen are looking for a proven advertising service or specialty to be sold either locally in New York or nationally.

We are successful producers and are able to finance ourselves. If you have a proposition which can be sold—

Write us immediately, care Suite 1207, 535 Fifth Avenue, New York City.

### HELP WANTED

#### WANTED

Editorial man with experience in Architectural field. New Publication. State experience and salary expected. Box 756, Printers' Ink.

**Wanted: Experienced Sales Executive**—one having acquaintance and standing in Automobile trade. Experienced in handling salesmen and advertising and familiar with heavy steel stampings and metal drawing products. Box 755, P. I.

**Advertising Space Salesmen** able to prove past successful performance can make unusually desirable and remunerative connection in rapidly expanding organization with attractive opportunities for rapid advancement. Sales Manager, Suite 1607, 461 Eighth Ave., New York.

#### ARTIST

First-class general commercial man. Experienced. Excellent opportunity. Communicate and send samples to Commercial Art Studio, 1086 National Press Building, Washington, D. C. All inquiries confidential.

#### EXECUTIVES WANTED

**BUSINESS MANAGER**—for newspaper syndicate in greater Detroit, of four weekly units: man with production record who is looking to future. Salary will be commensurate with executive ability demanded. Eligibility as stock holder. Replies to James Campbell care of Campbell & Bell, Real Estate, Birmingham, Mich.

**WANTED**—Copy writer and layout man who can create and sell Direct Mail campaigns; by progressive, well equipped Printing concern located in central New York. Box 750, Printers' Ink.

**Publishers' Representative** wants live, aggressive salesman to sell trade paper space. Must be hard worker. Give details of experience, age and salary wanted first letter. Position in New York. Box 759, Printers' Ink.

**WANTED**—Experienced advertising solicitor, Eastern territory, by established Chicago weekly trade paper. Commission. Good opening. Give age, experience in detail and references. Address Box 754, Printers' Ink.

#### PHOTO-ENGRAVING SALESMAN

Engraving house with a complete photographic and art studio wishes to secure a first-class experienced salesman. Must be able to show a clean record of sales, and the ability to develop new clients. A chance to earn real money for the right man.

Give full particulars in first letter regarding yourself.

SERVICE ENGRAVING COMPANY  
356 E. Congress St., Detroit, Michigan

**A Radio Magazine** located in the Middle West, having a national circulation of 100,000 and owning its own Broadcast Station requires the services of a full-time representative to cover territory east of Pittsburgh. Applicant should state in full his knowledge of and experience in soliciting the agency field in that territory—also other details in connection with previous jobs held. Box 758, Printers' Ink, Chicago.

### Typographical Layout Man

One of the larger printing plants of New York City requires the services of a layout man in their planning department. His essential qualifications must be a well grounded artistic background, intelligent discrimination, and sufficient interest in his work to keep abreast of the times. He must know something about type, have had some experience, but does not necessarily have to classify as an expert. He must be capable of handling a large volume of work. In applying state age, salary, experience, and send specimens of your work. These will be returned. Box 771, P. I.

## POSITIONS WANTED

**ADVERTISING SALESMAN** of extensive agency and newspaper experience desires connection with live agency or publication—possibly one carrying rotogravure section. Box 753, P. I.

**ARTIST****Of Proven Ability**

Long engaged in the highest type of advertising drawing and visualizing, seeks responsible connection. Box 764, P. I.

**ADVERTISING ASSISTANT**

Eight years experience. Thorough knowledge production. Sales and direct-mail merchandising ideas. Can handle great amount of detail. Best references. Age 28. Married. Box 763, Printers' Ink.

**ACCOUNT EXECUTIVE ASSISTANT**, married, 27 years of age, thorough agency training, open for good connection. Sales promotion, merchandising, in textile, jewelry, hosiery, other fields. Box 757, Printers' Ink.

**Advertising Manager**—desires position where national reputation for exceptional record of accomplishment will receive proper recognition. Particularly qualified in engineering and construction fields. Box 762, Printers' Ink.

**ADVERTISING ASSISTANT**—Young woman of proven ability with copy writing, secretarial and printing experience. A "right-hand man" for some busy executive. Conscientious, hard worker. A-1 credentials. Box 773, Printers' Ink.

**YOUNG ARTIST**

desires New York or Chicago connection. Three years' experience—2 years in agency—finished work, layouts, lettering. Opportunity primary, salary secondary. Address Box 751, Printers' Ink.

**ADVERTISING MANAGER (98)**

At present employed with large food products concern; 7 years' agency experience; copy, layout, production, merchandising; seeks connection as advertising manager or assistant. Box 769, P. I.

**copy writer, merchandiser**

**YOU** might profit from my experience with agencies, manufacturers, periodicals and a printer in sales promotion, copy, advertisement production, editing. Box 752, Printers' Ink.

**Creative Artist**

desires connection with growing firm. Capable of doing finished work as well as rough layouts. Excellent background experience. Have ability to visualize clients problems, and to create and execute ideas that will sell! Box 765, P. I.

**Could you use this MAN?**

Thoroughly experienced visualizer, layout, idea and copy man.

Executive type—"who has the 'stuff' that sells."

Philadelphia preferred.

Address Box 761, Printers' Ink.

**SOMEWHERE THERE'S A POSITION** seeking a youth of twenty-three who can produce good copy and layouts. Twenty-eight months' experience and a college education furnish the background. Box 767, Printers' Ink.

**... COPY ... PRODUCTION ...**

Young Man, age 23, college education self earned, married. Has some growing accounts to offer agency. 6 years' experience. **COPY**—Vivid, Personalized and Sales Compelling. Human interest element. **PRODUCTION**—thorough knowledge of type, paper, engravings, presswork and cost estimating. Box 772, P. I.

**Versatile Illustrator, Cartoonist and Letterer**; a creator with twist, brains and fingerskill.

Thirteen years' experience—ideas and execution: newspaper, magazine, direct-mail advertisements and posters.

Gentle, 27 years old, married; desires part-time proposition or free lancing. Box 768, Printers' Ink.

**Sales Manager** seeks connection with reputable manufacturer. Acquainted with Hardware and Automotive Jobbers, also Building Material Field. Thoroughly experienced in Managing Sales, Organizing Sales Force and all Executive work in line. Married, college education, Scotch descent. Best of references. Box 760, Printers' Ink, Chicago

**CAUTION**

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

**PRINTERS' INK** acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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## **You Can Reduce Waste in Direct Mail to the Construction Industry**

You can reach every important specifier and buyer in the civil engineering construction field by using Gillette mailing lists which are always guaranteed 98% accurate.

Our Direct Mail Booklet gives you complete information on how we are equipped to handle all kinds of Direct Mail work—printing, addressing, mailing and the host of other services. This is made possible for you only by the efficient cooperation and modern methods that we maintain as publishers—thus a low cost for your Direct Mail work.

Our lists are built up and kept to this high degree of accuracy for you by a large staff of trained and experienced clerks who are constantly checking them. If you are not getting the percentage of Direct Mail returns you should, or think you should, it will pay you to write for our free booklet describing our Direct Mail Service in detail.

**GILLETTE PUBLISHING CO.**

**223 East 20th Street, Chicago**

**SAN FRANCISCO**

**CLEVELAND**

**NEW YORK**

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**"Since concentrating in the Tribune our sales have increased 575%."**

*Clarence E. Eldridge*

**Clarence E. Eldridge, Asst. Sales Mgr.,  
Reo Motor Car Company,  
Lansing, Mich.**

**CARRYING 1,439,888 lines of automobile advertising in 1927, the Chicago Tribune led the next Chicago paper by 644,782 lines. In 52 Sunday issues alone the Tribune printed more automobile lineages than any other Chicago paper carried during the entire year!**

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

**June circulation 803,153 daily; 1,085,451 Sunday**